THE COIN MACHINE REVIEW

THE BUSINESS MAGAZINE OF THE COIN MACHINE INDUSTRY

•

July, 1948

Aerial view of Bally Manufacturing Company plant in Chicago. General offices and factory are at left extending a full city block with tool room and shipping department at right rear. Right foreground shows parking area.

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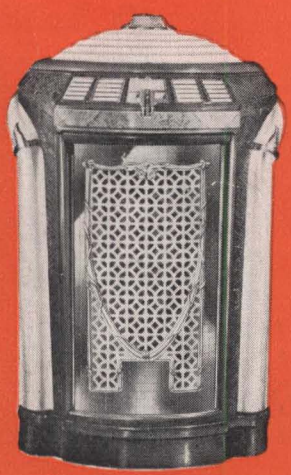

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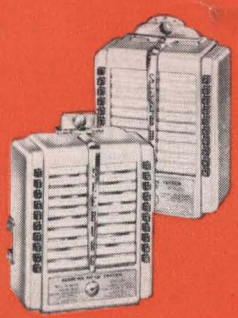

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THE COIN MACHINE REVIEW for July, 1948. Vol. 15, No. 12. Published monthly at 1115 Venice Blvd., Los Angeles 15, Calif. Paul W. Blackford, editor and publisher. Entered as Second Class Matter July 23, 1936, at the Post Office at Los Angeles, Calif., under the Act of March 3, 1879. $5.00 for two years—minimum term accepted. 50c per copy.

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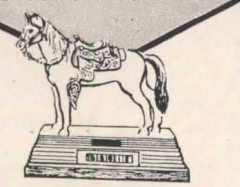

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THE COIN MACHINE REVIEW

JULY, 1948

The 180th CONSECUTIVE MONTHLY ISSUE

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BUSINESS REVIEW . . .

The nation is now shifting into the second half of the year and the number of predictions and reviews naturally increase. Fortunately, business remained at a high level during the first half of 1948 and the big majority of the experts seem to think that business will continue at a high level for the rest of the year.

Big point of argument now is whether business really needed the "shot in the arm," given in March following the commodity break in February, when the nation started its new war and defense plans, plus a more vigorous European aid program.

Whether business actually needed the stimulation, it is clear that a number of business gains are now beginning to show up which are traceable directly to the big program. It is also clear up to the present that the new outbreak of super inflation, predicted by many, has not yet set in.

The direction of general price trends is being widely debated at present and will be a hot issue in the presidential campaign. A new wave of inflation may come yet, but for the present there are some lines in which price trends are turning downward.

Two uncertain factors are in the national picture at the present time. One is the presidential campaign which usually produces an unfavorable psychology for some months. The second is weather and other influences that will determine the total volume of farm crops this year. Much stress has been placed on the influence of big crops to bring food prices down; many experts say the new corn crop will be the trump card, as in 1947.

While summer is normally a period of transition, the following facts may be kept in mind to aid in analysing business trends:

1. Although business and industry is at

(See BUSINESS REVIEW, Page 23)

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THE REVIEW Commemorates 15 Years Of Service to the Industry

In 1933, Los Angeles' Coin Row consisted of a handful of distributors located on Seventh Street. As the business began to expand, distributors and operators came to the realization that what this growing infant needed to give it voice and stature was a trade paper devoted to Pacific Coast activities.

The idea was broached to Paul W. Blackford, who represented *Billboard* in Southern California, and in May of that year Blackford founded The Pacific Coin Machine Review as a sideline venture.

The first issue came out in July. From its original eight page volume, the tabloid monthly quickly moved up to 12 and then 16 pages.

In 1934 a Chicago office was opened and in 1935, when a circulation tally revealed there were as many readers east of the Rockies as there were on the west coast, "Pacific" was deleted from the title and The Coin Machine Review emerged as a full-fledged national magazine. Blackford resigned from *Billboard* to devote full time to his lusty prodigy. Simultaneously, the newsprint trappings were discarded in favor of a standard 8½ x 11½ format printed on coated stock.

The Review moved into its own building in 1936 and opened a New York office to strengthen the national coverage.

Through the years a half dozen competing publications started on the Coast in an attempt to supplant The Review, but all of them fell by the wayside. Why should one magazine continue to thrive while others fail?

There are a number of reasons. First and foremost is the fact that The Review, independently owned, has never thrown its editorial weight behind any selfishly motivated special interest group or clique. The welfare of the Industry has always been paramount in the magazine's policies. A staunch believer in furthering the Industry and building good-will among its members, The Review has always held its columns open for the promotion of operator, distributor and manufacturer associations.

Another reason for The Review's preeminence in the field is the almost uncanny way it anticipates future trends and the clear, comprehensive style in which current problems are analyzed. As far back as 1935, the magazine realized the need for a record review section to help operators select the discs which would help them make money. The first *Automatic Music* section in the coin machine field was thus inaugurated, and records have been reviewed ever since. For many years The Review carried an *Automatic Merchandising* section; in 1946, fully cognizant of the glowing future of vending machines, the firm started publishing Automatic Vending, the Industry's first publication devoted exclusively to coin-controlled vending devices, as a part of The Review.

Key to The Review's far-flung editorial program is the network of paid correspondents in principal cities through the country, spearheaded by Executive Editor Walter W. Hurd, the country's foremost authority on coin machines. In addition to news items and on-the-spot feature stories, correspondents compile monthly business reports by checking with at least one operator in every branch of the business, thus enabling readers to receive a month-to-month picture of conditions in every major city.

Hurd plans the book's features months in advance. Special care is exercised to see that a wide variety of stories is carried during any 12-month period so that regardless of which type of equipment an operator handles, he will find some articles of particular interest to him.

180 consecutive issues . . . 15 years of service to the Industry . . . A milestone has been reached. Many more will follow.

New Shuffleboard

SAN FRANCISCO — Golden Gate Novelty Co. is now manufacturing and distributing *Shuffle King* shuffleboard, complete with electric scoring device.

"*Shuffle King* is 100 per cent legal and entails no operating expense. It is proving to be a terrific money-maker," stated Al Meyers, sales manager for the firm.

Both San Francisco and Oakland offices of Golden Gate Novelty are handling the new shuffleboard.

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New York Passes Pin Ball Ban

CHICAGO—Attitude of New York newspapers offered some rays of hope to the Coin Machine Industry here which had anxiously watched recent developments in the nation's largest city in relation to pin ball. The N. Y. City Council passed an ordinance June 15, by a vote of 12 to 10, that outlawed the games, following a drive by the city administration that had lasted for several weeks.

When the police moves had first started, newspaper reports gave encouragement to the crusade. But when the council came to final voting of the ban, and divided on strictly party lines, newspapers began to poke fun at the whole proceedings. The noise and disorder that prevailed during an hour as the council came to the vote gave the newspapers something to write about.

The big newspapers gave the pin ball ban first page space, the *Times* following its usual course of conservative style. The *Herald-Tribune* was not so conservative and made its headline say support of the ban was only half-hearted, that it was barely squeezed through, etc.

On the day following the ban passage, H-T took a strong editorial position against the ban, saying the leaders against the games had "failed to make out a thorough case . . . It is the hasty and repressive nature of this edict that concerns us. Surely we ought to have more facts and discussion, and possibly a little illumination of the sudden horror of gambling in the City Council's heart."

Newspapers were picturesque in reporting the scene during the hour in which the ban was under discussion and the efforts of the majority to corral a missing vote needed to get a majority. *PM*, the liberal daily which had previously championed the pin ball cause, literally spilled over in describing the crucial hour for pin ball.

"Frenzied City Council Bans Pin Ball Games," the headline said. Newspapers considered the pin ball issue important enough to assign top reporters to the case and to give them by-line stories. At least two of the papers also sent out roving reporters to see what was happening in the locations over the city.

At press time for THE REVIEW, the issue of what types of amusement games have skill was in the courts and important legal talent was discussing the question.

NEW YORK—Pin ball ban, passed by a vote of 12 to 10 on strictly party lines, was approved by City Council here June 15. Ordinance is the proposal previously reported in THE REVIEW (June, pp. 7-8) which was requested by the city administration.

Bill is outright ban on pin ball, roll downs, etc., and assails the machines as a menace to health, morals, and welfare, and makes possession or operation of the games unlawful.

The bill arbitrarily defines a "gaming device" as "any machine or apparatus of the type, design, class or construction commonly known as pin ball or bagatelle upon which a game is played upon payment of a fee, charge or other consideration directly or indirectly."

Local trade sources immediately expressed the opinion that a court test will be instituted to test the law and determine the line of demarcation between games of "skill" and "chance". (At the time the bill was passed, court proceedings were under way before Supreme Court Justice Pecora to test the legality of police seizures of games last April. Since that date, games operation in New York City, aside from arcade equipment, has been virtually non-existant).

In its final form, the law also classified arcades as "common show" amusements (which can be licensed at $50 per year); and permitted charitable and religious groups to operate common show amusements without licenses.

Voting on the bill split along party lines, with the 12 Democrats lining up solidly for the measure. The 10 minority members (who range politically all the way from Republicans to a Communist) all opposed the measure, taking the view that while some licensing measure might be necessary, the present bill was "loosely drawn". They contended that the games should be controlled rather than prohibited entirely.

Discussion and debate preceding passage of the bill indicated that coin machine trade groups had done a pretty good public relations job in presenting their side of the games story to the local legislators during recent public hearings on the measure. For example, one councilman, who voted for the measure, objected to the bill's preamble which he thought unjustly characterized operators, distributors and manufacturers as "gamblers" and "racketeers".

Most of the speakers against the bill argued that while the machines should be banned in any establishment open to children under 16, there was no valid objection to their use in pool rooms, bowling alleys, and taverns, which bar minors. Another point which came in for discussion was the hardship the law might work upon veterans who had invested their savings in pinball routes. All these arguments were a direct reflection of testimony presented by trade spokesmen who had appeared to talk against the bill at a May hearing.

Sole sour note during the session came from one councilman who raised the query as to why pinballs could be outlawed while "pokerino" was licensed. (Actually poker tables, used in Broadway arcades and in Coney Island are not licensed, but their sites are classed as "common show" amusements). While the general crackdown on roll downs has not extended to poker tables, trade circles recalled that the games were barred from the Broadway area during the La Guardia administration.

Closeness of the 12-10 Council vote has given some operators here the hope that a court decision which might classify certain machines as "Skill" games would bring about some sort of licensing system for "legal" equipment. However, in the interim, the games business here is at a virtual standstill and has been hard hit. Most of the equipment sold here before the ban was marketed on conditional sales contracts, and operators, cut off from locations, have no income with which to meet payments.

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Paper Treats Coin Laundry Competition

NEW YORK—in one of its periodic reviews of various lines of business, the *Wall Street Journal* included data on coin laundry competition with standard laundries.

Costs are still rising for the standard laundry and customers complain more about prices they must pay. Soap is about four times as high as before the war, labor costs double, and equipment costs much more.

Big laundries are beginning to admit more frankly that coin laundries offer competition. The home washer is the biggest competition of all, however.

Telecoin is mentioned as the biggest coin laundry group. The firm is now said to have 1200 Launderettes in 700 cities; current reports say as many as 200 Launderettes are in process of opening in different parts of the country.

Costs Rise In First Half

A REVIEW SURVEY

In a previous article (Feb. issue, page 12), it was suggested that the postwar trend in rising costs is still under way, and that in planning for the year operators would necessarily have to give major attention to the problem of costs and how to reduce them, if possible.

Shortly after the article appeared in print, a major event in the national price picture happened when commodity prices broke severely in a short space of time. This gave some promise that prices might start downward and that eventually costs of doing business would also be reduced for the operator of coin machines.

The problem of rising costs for the operator is definitely a part of the general business picture, in which prices have increased steadily since the war and costs of doing business also rise as a part of the upward price trend. Everything tends to go up—except that operators of coin machines have not been able to increase their prices to the public.

Enough time has elapsed now so that it can be said, as a matter of record, that costs of doing business for the operator of coin machines tended upward during the first half of 1948. Operators are thus faced with the job of cutting costs in every way possible.

It was estimated that a period of six months would probably elapse, after the commodity price break in February, before prices and costs in general began to show a downward trend—if nothing should happen to reverse the effects of the break in commodities.

But something did happen to reverse the break. Among other things, U. S. Steel, the prime mover in industrial prices, announced a new increase and organized labor set its plans for the third round in wage increases. Then war plans were suddenly given a new pitch to dominate all business influences and to start prices and costs upward again.

The momentum generated by war plans and its stimulation to industry certainly carried through the first half of 1948, keeping costs in general on a high level, and many think the full effects of the present national program will not be felt until early in 1949. If that is the course of events, the operator will still have to give more attention to cutting costs than to anything else.

There may be other changes, however, since changes come often in the modern world. U. S. Steel has already taken the initiative in reversing its previous action and now proposes to lead business in a general movement to reduce prices and thus cut the costs of doing business. The good effects of such action could begin to reach the operator in a matter of two or three months, if business in general joins the parade. But the usual course of such movements would suggest that six months to a year will pass before costs are materially reduced for the operator—if no other cross currents are introduced to keep costs going up.

The world situation is now having more to do with costs than our own domestic affairs, so the whole setup is unpredictable. Most operators have already decided on ways of cutting costs and they could well manage if earnings of machines could be kept at a high level. The most serious thing for the operator probably is the fact that the high cost of living becomes increasingly serious for the public and people may get still tighter on their spending. The summer tourist season is expected to boost business for operators in many ways, but new alarms could upset that hope.

Reader Opinion

In addition to the effects of general conditions on operating costs, the opinion of readers of THE REVIEW in different parts of the country was sought on two general questions—in what ways are costs continuing to rise, and what is being done to cut costs, if possible.

All operators in the survey reported an increase in the cost of necessary supplies, whether merchandise, records, repair parts, etc.; 90 per cent reported a recent increase in the cost of gasoline; 60 per cent reported advances in rent; 70 per cent reported recent purchase of new car or truck and at high prices; 80 per cent said growing competition increased the cost of doing business; 70 per cent reported an increase in wages to employees; 60 per cent reported new or increased taxes as a boost to costs; 30 per cent said financing had added to costs; and 70 per cent said repair costs are higher.

On ways to cut costs, 40 per cent reported selling off older machines; 50 per cent reported having taken definite steps to shorten routes; 40 per cent reported having cut down on help employed; 50 per cent said they had been able to adjust commissions to locations on a downward scale; and 80 per cent said they had been able to cut costs by servicing routes less often.

In trade meetings, operators find costs one of the most interesting topics and there is always a wide variety of opinion as to the best methods of cutting costs. Because there are always competitive dangers in retrenching, each individual must adjust his business according to personal experience in meeting his own problems. Some would say that, as competition increases, cutting down on service given to routes would be one of the last steps to take. But many operators find it necessary.

Recent reports suggest an increase in a new type of cost problem, which has been current in other lines of business for many years and which showed up in the coin machine business to some extent before the war. It is quite common in the tavern business where distributors of beer may install equipment or make a business loan to the tavern owner, in order to hold his account. If one distributor doesn't, another will.

A number of trades are confronted with this problem, and now that it appears in the coin machine trade, it must be reckoned with as an item which may increase the operator's cost of doing business to a considerable extent. For when an operator must make a business loan to a location, in order to hold it, that is a real cost problem.

Regional Reports

There are always wide variations in items that make up the total cost of running a coin machine operation, depending on locality and also the individual operator. A digest of some of the opinions given by readers of THE REVIEW will help to illustrate some of the variations, as follows:

Operator C, in northern New York: Since Jan. 1 we have not had increase in price on gasoline and rents have not been increased. There is noticeable increase in competition, but we are able to reduce commissions to locations slowly. The commissions problem is being handled by forming an association and by organization we are also moving to eliminate "loans to all new customers." Supplies of all kinds cost more and financing costs are higher, but taxes have not been hiked recently and wages paid to employees remain stable. We do find that repairs and service calls are a cause of increased cost on all new machines.

In order to reduce total costs, I have reduced number of employees and also service route less often. Earnings on pin ball and music machines have been holding fairly steady, while console play has shown declines.

Operator M, in Utah: New taxes have helped to increase the total cost of doing business; higher gasoline and rents must also be included. We have not bought a new car this year; some wage increases have been made to employees, and all supplies seem to cost more. Our records show more service calls must be made. We do not find increased competition as an item in upping costs.

In order to cut costs, we have shortened routes, use fewer employees, have sold off some machines and in general have tried to condense operations. Commissions to locations have been lowered to some extent. Earnings on pin ball and music are lower, and consoles are slow in the area.

Operator P, in Wyoming: Among the reasons for increasing costs in operating, there is more competition which must be met, merchandise supplies cost more and

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wages to employees have been increased; we also make more service calls. To help reduce costs, we have been able to lower commissions, use fewer employees and have consolidated route to some extent. Earnings on candy and bulk vendors are lower, pin ball play is lower, but music is showing gains.

Operator W, in Pennsylvania: I have been able to cut commissions to locations and in that way reduce costs; have sold off some machines and service route less often, but have not dropped any help; wages have been raised. Gasoline price has increased, so has cost of all supplies. Increased repairs is an item in higher costs and more competition must be considered. Pin ball play is better, while music earnings are lower.

Operator B, in Idaho: Servicing the route less often is chief move made to help cut costs; new taxes have been added in one town since Jan. 1. I have bought a new car, gas price has been advanced, and wage raise has been given to employees. Increased competition is also an item which calls for more outlay. Pin ball play has tended to decline while music holds about on a level with last year; salesboards have been added to offset increased costs.

Operator M, in the Nebraska plains country: Ownership of building eliminates any cost item on rent but upkeep costs have been rising; high gasoline price and new car mean transportation costs are up; wages have not been raised this year but were last year; new taxes have been added and cost of supplies is higher; I have not noticed any real increase in repair costs.

On steps to cut costs, have not been able yet to start lowering commissions since operators who are putting in new machines have not reduced commissions. Earnings on cigarette machines are holding at a good level, pin ball play is fair, and music is fair for the time of year.

Operator T, in West Virginia: Plenty of competition is adding to costs since commissions cannot be lowered and various expenses are added. New operators are coming into the field, buying machines for small down payment, and in some cases they sell the machines to locations for a profit. New taxes have been added in this area and pay to employees is increased at intervals; transportation costs are up. To cut costs, have reduced route, use fewer employees and service route less often. Play for pin ball, consoles, roll downs holds at good levels in the area, while music machine play is spotty, depending on locations.

Operator F, in one of Indiana's smaller cities: Costs have increased on practically all points, including new car, higher gasoline, more taxes and added cost due to financing. We have not increased wages of employees this year and little increase in repair costs above last year is evident. Increased competition is certainly an item. Have tried to cut costs by shortening route and also servicing route less often. Earnings on bulk vendors have increased, also on pin ball, but music is lower.

Operator B, in Alabama: Costs have shown a rising trend on all points, including more competition. We have increased wages and also have more taxes to pay. Transportation costs are up, including higher gasoline, cost of new car, etc. About the only step taken to reduce costs has been to service route less often. Play on pin ball and consoles has been running about average and music play has been slow.

Operator G, in Wisconsin: Competition has increased but not so serious yet in upping cost of doing business; transportation costs are up, including higher gasoline and new car and truck; wages are at last year's level and repair costs are considered about the same as last year; supplies, of course, are higher.

Commissions have not been reduced but we have shortened route; have increased number of employees rather than cut down. Main idea to cut costs is to concentrate machines in smaller area and to try to raise the weekly average of earnings per machine. Early in the year trends on machines were higher for candy vendors, lower for cigarette and bulk vendors.

Operator W, in Wyoming: Transportation costs are up, including gasoline at 32 cents, and new car and truck; new taxes and some pay increases to employees have added to costs; competition does not seem to have produced a higher operating cost. We have been able to reduce commissions to some extent and service routes less often. On music, we do not change as many records on machines as formerly. Play on pin ball and consoles has tended to drop, while music seems about 30 per cent off.

Of all the ideas suggested to cut costs of operation, perhaps special attention should be called to lowering of commissions to locations. If there ever was a time to undertake this step, it would appear to be now. And when 50 per cent of a cross section of operators in different parts of the country say they have been able to reduce commissions to locations, that shows something can be done.

Lower commission standards can be accomplished much easier when operators all have a common understanding on the subject. Trade reports would suggest that the whole commission rate business is now in a state of fluctuation, which means that operators of long experience in every area must exercise initiative and leadership and get commission reduction standards in effect now.

Statistics Reveal Industry's Immensity

CHICAGO — The presidents of the two national organizations in the coin machine trade released Industry statistics, widely quoted by the press, which are likely to become standard until a government census establishes other data.

Dave Gottlieb, the president of Coin Machine Industries, Inc., revealed important data on the Industry in a press interview just before the opening of the 1948 Coin Machine Show here Jan. 19. Robert Z. Greene, retiring president of National Automatic Merchandising Assn., quoted important vending machine data in his annual message to the NAMA convention in December.

According to Gottlieb, more than 75 million persons have occasion to use a coin-operated machine at least once a week, such machines are now so widely placed. More than two million stores and other establishments get income from coin machines.

The Industry provides employment for as many as two million people; has more than 100 coin machine factories; and has direct relations with 1,500 suppliers. The trade has more than 800 distributing firms, about 22,000 owner-operators of machines, and about 45,000 part-time operators.

Gottlieb also quoted statistics on annual production of machines. The factories turn out at the present rate about 3,000 apple vendors, 15,000 ball gum vendors, 40,000 carbonated beverage vendors, 2,000 book vendors, 80,000 candy bar vendors, 20,000 cup type beverage vendors, 50,000 cigarette and 1,000 cigar vendors, 4,000 cookie vendors, 3,000 drop picture machines, 1,000 juice dispensers, 10,000 nickel gum and 25,000 penny stick gum vendors.

Output is also at rate of 10,000 nut vendors, 3,000 ice cream vendors, 1,000 ice vending machines, 2,000 coin parcel lockers, 10,000 locks, 8,000 match vendors, 3,000 milk vendors, 15,000 postage stamp vendors, and various other types of machines. The output of factories at present is limited by various shortages.

Vending Industry

Greene, also head of Rowe Manufacturing Co., Inc., projected a picture of the bigness of the vending machine trade as it is today.

Manufacturers of automatic merchandise and service equipment are now turning out machines to the tune of over $100,000,000

You'll have fewer out-of-order calls with a Jennings!

O. D. Jennings & Co. 4309 W. Lake St. Chicago 24, Ill.

When It Comes To
SLOT MACHINE REPAIRING—
It's Graham Every Time!
GRAHAM
COIN MACHINE SERVICE
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per year in value. Conservative estimates he said, show the following totals of machines in use:

Beverage vendors (cup, bottle)	200,000
Candy bar machines (5c)	200,000
Cigarette machines	250,000
Penny bulk vendors	750,000
Total	1,750,000

Greene also predicted that in five years the total number of vending and service machines would be at least 3,800,000.

He suggested that in five years merchandise sold by vendors should reach at least $1,500,000,000. This total would be based on daily sales of 10 cents per machine for penny devices, $1 per day for candy machines, $2.50 for beverage vendors and $4 for cigarette machines. He said new types of vendors would increase total sales for the business well over the two billion dollar mark by 1952.

He placed the number of coin laundries today at 1,800, which are doing an annual business of $50,000,000. An additional 40,000 coin-operated washers have been placed in apartment buildings, etc.

Omitting penny machines, an average of two people are required to care for each 100 of the vending and service machines now in use; the total estimated for 1952 would require at least 60,000 people.

When cigarette machines were first introduced in Los Angeles more than 20 years ago, there were two service men and one office employee. Today there are more than 300 people employed in the business in that city.

At the present rate of machine production, operators will have invested over half a billion dollars in new equipment during the next five years.

In England before the war there were over 200,000 cigarette machines that were rolled out in front of stores after the 8 o'clock closing hour of tobacco shops.

Announce New Line Of Abbotwares Horses

PORTLAND—A new line of Abbotwares Horses on "trip-dial" clock bases has been announced by Allied Distributors, exclusive factory distributors.

Introduction of the new line comes as an aftermath of the huge success of Abbotwares horses on radio bases, which proved to be one of the finest premium ideas in years.

The new line, which comes in 7 finishes, is available in 14 models, including western horses, race horses, rearing horses and riders, Lady Godiva, female riders, thoroughbred horses, and horses on plaques. Models are also available with jewel studs and Parker or Shaeffer pen sets.

"Triple Bell" Demand Still Heavy After Two Years

LOS ANGELES—"A game really has to have consistently high earning power to be in continuous production for two years," says Paul A. Laymon, Bally distributor for Southern California, Southern Nevada and the Hawaiian Islands.

Laymon was referring to *Triple Bell*, Bally's famous bell-console. Three coin chutes permit three coins to be played every spin of the bell-fruit reels. *Triple Bell* offers players a wide range of awards, including a 100 Super Special Award, Laymon added.

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WITH NEW MACHINES

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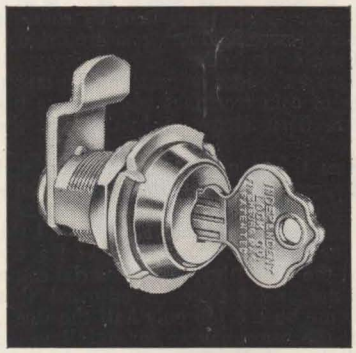
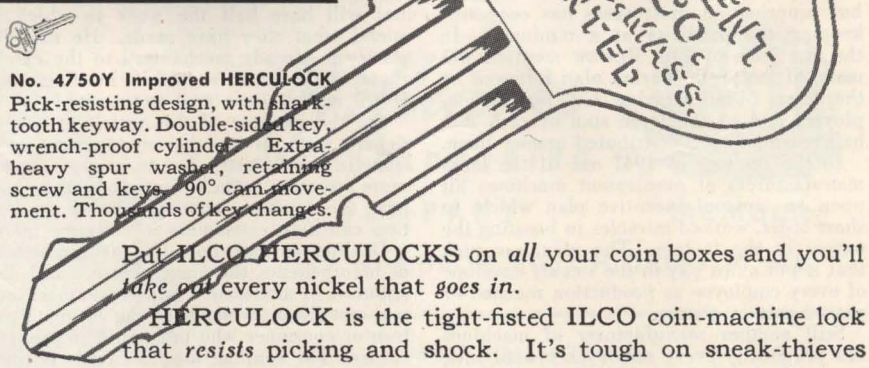


is the best collection insurance you can have



No. 4750Y Improved HERCULOCK
Pick-resisting design, with shark-tooth keyway. Double-sided key, wrench-proof cylinder. Extra-heavy spur washer, retaining screw and keys. 90° cam movement. Thousands of key changes.

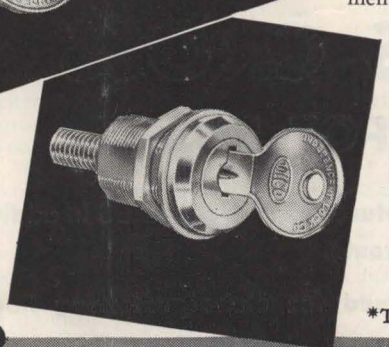
Put ILCO HERCULOCKS on *all* your coin boxes and you'll *take out* every nickel that *goes in*.

HERCULOCK is the tight-fisted ILCO coin-machine lock that *resists* picking and shock. It's tough on sneak-thieves because it opens instantly and easily *only* when the *right* man uses the *right* key.

Plan now to use HERCULOCKS for new machines or change-overs. HERCULOCKS are the best collection insurance you can have! Write for free, descriptive catalog.

Other reliable ILCO coin-machine locks are available in a variety of shapes, styles and cam sizes — keyed individually or in groups. Catalog sent on request.

No. 4719 Coin Machine and Cabinet Lock
Disc tumbler, double-bitted. Polished nickel finish, steel cam and spur washer. 90° cam movement.



No. 4036LB Coin Machine and Cabinet Lock
Die cast, disc tumbler cylinder. 90° cam movement.

*Trademark registered C-31

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LOS ANGELES, 406 Wall St.
SEATTLE, 568 First Avenue, South

Think More of the Consumer

by Walter Hurd

The Coin Machine Industry is not big enough to set precedent for other industries, but in this world of complex situations it is not lagging behind on such important ideas as that of labor-management relations.

The advertisements which manufacturers place in local newspapers for skilled help have for a long time provided an excellent index to the many advantages which coin machine firms offer to employees. Alongside the advertisements of bigger manufacturing industries, it could be seen that the larger industries, and the leading firms in them, had no better incentives to offer than does our Industry.

Many specific examples could be reported but propriety in most cases has suggested keeping the publicity at a minimum. In the last issue of THE REVIEW mention was made of the profit-sharing plan followed by the Coan Manufacturing Co. for its employees and of the large sum of cash that had recently been distributed among them.

In the summer of 1947 one of the large manufacturers of amusement machines hit upon an unusual incentive plan which, in short order, worked miracles in boosting the output of the factory. The plan was such that it put extra pay in the weekly envelope of every employee as production reached or passed certain quotas.

Still another manufacturer of machines has practically every employee benefit idea known in the business world today, including an annual wage. The story was so complete and unusual that the manufacturer considered releasing it to newspapers and to the trade papers, but legal counsel advised against it.

The idea of better employee relations extends on through the distributing and operating divisions of the Industry and every firm, whether large or small, has individual ideas of advancing in this field as new ideas and plans become available. When operators get together for conferences at conventions, the question of employees is usually an important one. Discussions show that operators are well informed on modern methods and ideas.

And some of the ideas held by Industry members on economic subjects are original and thought provoking. The writer will never forget the idea suggested by a manufacturer of coin machines whose name has for years been almost a by-word in the trade.

He was thinking of the consumer, and of employees as consumers. He said in substance that our nation has become so mechanized that people cannot consume all the goods our factories can produce. He envisioned the time when the industrial setup of the nation must be so adjusted that workers are on the job only half the week, will get the same pay as for a full week, but will have half the week in which to spend what they have made. He said industry is already mechanized to the extent that such a system should be in effect now, if we are to have real prosperity.

So, the purpose of this article is not to debate methods of labor-management relations in the Industry, but to propose giving more attention to the ultimate consumer and how the business management of the nation can help consumers to consume more.

Dealing as they do with the production of luxury items, the manufacturers and distributors of amusement and music machines may not think so much of the ultimate patron or consumer who puts coins in the machines. The vending machine trade is compelled by the very nature of the business to think more directly of the consumer.

Most people in the trade now have experienced two extremes of economic conditions on a national scale, and in both periods the earning power of coin machines has suffered severely because the consumer, by the millions, has been so pinched that he didn't have the money to spend freely in patronizing coin machines. The Big Depression (1929-1932) hit the Industry pretty hard and there were many more people predicting the end of the business then than there are now.

Inflation has also hit the coin machine trade pretty hard and in many ways the difficulty is traceable indirectly to the consumer and his lack of free spending money. It is true that operators of coin machines could have taken inflation in much better stride, if they could have increased prices on a level with consumer prices in other trades. And yet evidences are beginning to show up that the volume of patronage for most types of coin machines is not what it should be today.

Tavern owners say the coin machines in their places of business don't get the volume of play simply because the traffic in taverns is down. So many of them grab at television in the hope that it will bring in customers. Three-for-a-dime candy bars as they begin to come into the chain stores will tell on the patronage of candy vendors in factories, at a time when housewives must count every penny to make ends meet. Price cutting in cigarette circles will tell on the patronage of the vendor.

Yes, the consumer is important to the coin machine trade although the manufacturer, the distributor and the operator hardly come in contact with him. The location owner is expected to take care of the consumer but in too many cases they do not think constructively about him.

The real reason for labor-management cooperation is in order that consumers may have more to spend for goods and also some security while spending it. Employees must always be thought of as consumers and, although they may not buy your own product, somebody else's employees do. National prosperity requires that sort of a cooperative chain in which every firm gives the best to its employees, hoping that all other firms will do the same and in that way consumer spending will reach such a volume that all trades share amply in the profits that result.

There are many ticklish questions in business, national and also on a world scale, and it is easy to lose sight of the millions of people classed as wage earners, usually meaning they are in the lower income groups. They have problems too, and must always be counted in plans for making prosperity stable in this country. They will always be good coin machine patrons, if they have the coins to spend freely. In trying to decide the many issues before the country, it is well to think of how the future will affect them and their spending.

The consumer is now worried most about high prices, which is another way of saying there is a lack of balance in the economic system. There are all sorts of theories that try to explain what is happening, what is wrong, and what should be done about it. Some of them rub pretty close to the coin machine trade, enough so to make coinmen sit up and think.

One is automatic machinery. If the present stimulation of business through European aid, war plans, etc., does not last long enough, the nation is very likely to run right into a serious unemployment problem due to automatic machinery. It is called technological unemployment, but whatever it is called, it plays hell with the consumer—and all the fine theories about machines creating jobs do not help the jobless in their predicament.

The coin machine trade uses the word "automatic" freely, as automatic music, automatic merchandising, etc. Petrillo has given a hint of what may show up in his opposition to mechanical services. This warning is not meant to be too serious; it is just something to think about in the event our mechanized civilization fails to provide maximum employment.

Of all the trades in the country, the coin machine trade will want to make our mechanized civilization succeed, and that is why it is important to think more about the welfare of the consumer, his job, and the

The *New* EXTRA AWARD

CRISS CROSS

JACKPOT BELLE

This outstanding bell features EXTRA-AWARDS in addition to the conventional payouts.

CRISS CROSS is designed for clubs preferring liberal payout machines.

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WEST COAST OFFICE
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money he has to spend. It is especially important to keep in mind the lower income groups, for in toto they can consume a lot of goods.

Our machine age is geared to turn out goods in quantity hardly dreamed of before. When some shortages still exist, it seems foolish to mention oversupply, but goods are beginning to pile up in some fields.

Maybe the coin machine manufacturer was right: our factories can produce enough so that employees should only work half a week, get full weekly pay, and then have plenty of time for leisure, travel, etc., in which time they would spend more and help to consume all the goods we can produce. Sounds like a paradise.

Consumer relations is a much bigger job than labor-management relations, but one of the shortest ways to promote bigger consumption of goods is to keep expanding the many ideas to improve labor-management relations.

5,000 Visitors Daily At New N. Y. Arcade

NEW YORK—West 42nd Street, between 7th and 8th Avenues, has been tagged "Arcade Alley" with the recent opening of the new 42nd Street Playland. Street, which draws vast throngs to a number of second-run movie houses, already has three amusement centers, two operated by Schork & Shaffer and the third by Johnny Christopher.

New site is operated by 42nd St. Enterprises, Inc., headed by Dave Simon of Simon Sales, Inc., coin machine distributor, and is managed by Nat Chodecker. Head mechanic is Ray Schultz, who previously worked at the *Fun Center* in Oakland, Cal.

42nd St. Playland occupies the 50 by 100 foot site of a former bus depot, and its rear entrance fronts the loading lot of another terminal, pulling patronage from waiting travellers as well as from the normal transient trade on 42nd Street. A glass front makes activity in the location visible to passers-by. In its opening weeks, the arcade was drawing an estimated 3500-5000 visitors per day, and most of them dropped coins in one of the spot's machines.

One front corner of the site is occupied by a cigar stand and a snack shop, with balance of the floor space devoted to the arcade layout. Unique features are a marquee-type green and orange electric sign out front, competing with the neighboring movie house sign for attention; and a fluorescent lighting system which illuminates the interior of the arcade.

Basic feature of the spot is a "bank" of 37 custom-built pokerino tables (made by Scientific Machine Corp., New York), which occupies the right-hand side of the location. Sole break in the tables is a premium counter, at which patrons redeem coupons won at pokerino. Of the 59 other arcade pieces, a major novelty is provided by the introduction of roll-downs. Three *Singapores* (United Mfg. Co., Chicago), two *Hy-Rolls* (Bally Mfg. Co., Chicago), and two *Advance Roll* machines appeared to be getting a major share of the play, while two *Arrows* (Esso Mfg. Co., Hoboken, N. J.) and two *Bing-A-Rolls* (Genco, Chicago) rounded out the roll-down picture. Among a group of sports machines, the first model to reach the East of Bally's *Big Inning*, a new baseball game, proved a good drawing-card. A new 40-selection *AMI* coin phonograph is spotted in the center of the location.

Among the standard equipment were International Mutoscope's *Photomatons* and *Voice-O-Graphs*, ABT target guns, and Exhibit fortune-tellers. *Panorams*, converted to individual viewing and geared to dime play, were doing well. One interesting unit was a battery of four nickel-operated *Mutoscopes*, each featuring a different prizefight, with a Joe Louis bout rated as top coin-puller.

Spot has plenty of flash and color, and the natural wood finish of the pokerino tables and roll-downs adds a note of "newness" to the equipment that has long been missing in post-war arcades in these parts. 42nd St. Playland expects to add a number of new machines after the CMI show, including Scientific's new baseball game, to bring its total of arcade pieces well over the hundred mark.

Dr. Pepper Report Gives Interesting Sidelights

DALLAS—Annual report of Dr. Pepper Co. gave some sidelights on trends in sales of soft drinks. Don C. Bryan, president, said the firm expects 1948 to be fairly as good as last year, although costs continue to rise. He said the business now has entered a buyer's market and that the industry should be able to hold retail price at five cents.

Sales began to decline in the last quarter of 1947 but started upward again in December, he said. Supply channels had filled up by the end of the summer last year, according to Bryan, hence national sales began to decline in October.

The pickup that started in December continued into January, and then leveled off in the latter part of the month, also during the first two weeks of February. Sales started upward again by the end of February. Demand during March is normally about 30 per cent below the peak summer months, he said.

LET'S TALK PROGRESS

Public Relations Ideas

National and world problems are so momentous there is little chance for Industry public relations work on any of these issues. Furthermore, the big issues are always controversial and decided on a political basis.

But there are some problems which provide public relations opportunities. The main objective at the present time is to encourage local and state organizations of coinmen to keep some definite program agoing.

A list of suggestions is made in this editorial, on the theory that some of the objectives will be chiefly summer campaigns and over by the time the national elections are out of the way. The normal expectancy is that the next six months or so will be subject to agitation and maybe crises, and hence the coin machine trade can best undertake good-will programs that are temporary.

SAVE is a word that will underly some civic campaigns now under way that have important national interest, and in which local trade groups can cooperate with a lot of favorable publicity resulting therefrom.

Other civic and business leaders will manage all these campaigns, but coinmen as a group can find ways to lend moral support, and maybe perform some active services. It will be a chance for coinmen to mix with leaders in other fields.

1. Save Gasoline. This is a campaign that might have special meaning for the coin machine trade. True, a lot of the publicity about gas shortages is intended to get people to avoid useless driving, but there is still the danger that gas shortages might become all too real during the summer.

The oil industry is leading in the "Save Gasoline" campaign and the special object will be to get summer tourists to save as much as possible. The campaign is largely one of proper publicity, using posters, letters, stickers, etc. The coin machine trade is interested in as big a summer tourist trade as possible, but this may be a summer in which some curtailment would be advisable.

There is also the danger that coinmen themselves might be accused of wasting gas. It would be preferable for the trade to help spread the slogan—"Save Gas."

2. Save Scrap Metal. During the last war, some coin machine firms did win mention for joining in the scrap metal campaigns; in some cases it was simply furnishing a truck to transport scrap to the market place. The good work was done, and in those cities where performed, it added to the good reputation of the men in the business.

The scrap metal saving idea is not over, and may become important before the year ends. The American Iron and Steel Institute is leading in this campaign, representing a great industry and, of course, composed of business men who themselves have a big public relations problem. They would understand the problems of the coin machine trade in trying to win public approval.

The idea is not so much the scrap that could be recovered by coinmen, but the joining in a city campaign to encourage people to collect scrap. In fact, local coinmen could plan and carry out a city campaign as their very own civic enterprise.

3. Save Lives. Safety campaigns are a permanent thing, but at intervals it is necessary for civic and business leaders to wage special safety drives, in order to keep the safety idea in the minds of the people. Newspapers are always active in such campaigns and coinmen, in taking active part in local safety movements, would be working with leaders in many lines of business.

The coin machine trade has already developed some leaders in safety work. Men like Grant Shay (Bell-O-Matic Corp.) prove that coinmen can make a name for the business in the safety field.

Operating firms that have employees should conduct the approved forms of safety instruction in their own business. Since safety work and instruction is a well organized program, every coin machine firm that takes part in safety work among its own employees should be duly registered with city and state agencies that foster safety programs. Be sure to get credit for what you do.

4. Save Forests. This is an old story, but forest conservation is being given special attention in a summer campaign aimed particularly at tourists. The campaign will be publicized by prominent entertainers, radio and movie stars, etc. Bob Hope and others will feature the campaign. If famous stars can give special support to such a campaign, why not the coin machine trade? It is a program that will cost little money and yet it may win a lot of good will.

Here again, there are a lot of cities in which coinmen themselves can lead the entire city-wide campaign for forest conservation, cooperating with the national organizations that sponsor such work. And the newspapers would have to give forth with good publicity.

There are other public campaigns than these, in which coinmen can join locally, much to the credit of themselves and the Industry.

Keep in mind also that campaigns to raise funds for fighting cancer, heart disease and other scourges will be conducted this summer in many cities. Coin Machine Industries, Inc., supports the cancer campaign, while National Automatic Merchandising Assn. supports the fund for fighting heart disease. So, the Industry is definitely in these campaigns nationally; now, support local drives.

Walter W. Hurd

Turret Kicker New Skill Feature of Bally's "Rancho"

CHICAGO—An entirely new skill feature, Turret Kicker, has been built into Bally's newest five-ball novelty game, *Rancho*, according to George Jenkins, vice-president and general sales manager of Bally Mfg. Co.

The new Turret Kicker with built-in kicker hole is located near the bottom of the playing field and constantly sways back and forth during the game. As the ball rolls down the field, it is frequently captured in the moving target and held in the kicker hole while the turret continues its swaying motion. The player then aims the ball toward high score bumpers and bonus pockets. The same ball can be captured two, three or more times as it rolls back down the field, permitting extra skill shots.

The game, thoroughly location tested, bears a ranch motif and has a colorful playing field and brilliantly lighted backglass.

Immediate Delivery!

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RUNZEL Pushback Wire

18 or 20 Strand

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Color Combinations

Pushback wire, for many years one of our leading items, has kept pace with the phenomenal growth of the coin machine industry.

The wide variety of color combinations available lends itself to devious methods of wiring harness—to meet any requirements of the industry.

Coin machine service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

Manufacturers of coin machines may avail themselves of our engineering facilities for designing correct and most efficient wiring harness.

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AUTOMATIC MUSIC

No Record Ban Lifting—Petrillo

ASBURY PARK, N. J.—The American Federation of Musicians, headed by James C. Petrillo, held its 51st annual convention here during the week of June 7. Petrillo told the musicians that the record ban would not be lifted. He also said no negotiations for lifting the ban were under way.

Broadcasting, trade paper for radio industry, said that following the convention Petrillo did not seem so adamant about the ban being lifted. He said, however, that AFM had not had any bids for lifting the ban in recent months from the Industry Music Committee representing record manufacturers, radio and others.

Since the AFM convention last year, there had been some reports that the organization would enter the recording field. But at the 1948 convention Petrillo announced that legal counsel had informed him the union itself could not enter the recording business without getting into trouble with anti-trust laws.

Petrillo said the key issue was still over the collection of the welfare fund, the reason for the ban being called originally. During 1947 AFM collected $1,787,623 for its welfare fund from the record industry, which was approximately 1 per cent of gross record sales for the year.

Many news reports said the AFM convention this year was more gloomy than usual, that Petrillo himself was not as bold as in former years. He told the convention that the labor cause in general was faced with adverse odds. All he could see ahead, he said, "was darkness for the labor movement as a whole."

Attendance at the convention was reported to be a little over 1,000 members.

EXPAND with New Machines

Wurlitzer Appoints Steele Distributing Co.

NORTH TONAWANDA — Steele Distributing Co. is the new Wurlitzer distributor for the Houston territory, replacing the Houston branch of Commercial Music Co., Inc. "Commercial Music's Dallas headquarters and branch operations in San Antonio and Oklahoma City are not affected by the change," E. R. Wurgler, general sales manager for Wurlitzer, stated in making the announcement.

Steele Distributing Co., through arrangements with Commercial Music, has taken over the established Wurlitzer headquarters at 3300 Louisiana St., and all sales, service personnel and facilities of this office are being retained by Steele Distributing.

Wurgler also announced that the Bowie, Camp, Case, Franklin, Morris, Red River and Titus counties of Texas, formerly a part of the Arkansas territory, have been consolidated with the territory served by Commercial Music Co., Inc.

Price of Peerless Discs Reduced to Operators

LOS ANGELES—Charles F. Washburn, president of Coast Mfg. Co. and Ace Distributing Co., Inc., has announced that the price of *Peerless* records have been reduced from 65 to 49 cents to music operators.

"Despite the fact that *Peerless* records contain three to four times as much shellac as ordinary records and that we must pay high royalties and heavy duty (discs are recorded in Mexico, Cuba, and Puerto Rico), we feel that operators deserve a break and we are willing to cooperate without reducing the quality of the record one iota," Washburn said.

Washburn also announced that he has signed Hermanas Aguilar, Mexico's greatest singing duet, to a *Peerless* contract. He added that *La Burrita* (A Little Burro), a novelty ditty, is proving the biggest hit in six years.

Jones Unveils S. F. Branch

SAN FRANCISCO — They came — they saw—they marvelled all day Sunday, June 13th when the Jones Distributing Co. played host to the operators of northern California in their sumptuous new quarters at 1263-7 Mission Street.

What the visitors saw was a revamp job to end all revamp and remodeling jobs for the Jones Boys had transformed a drab building into a practical, functional jobbing and distributing establishment, beautifully appointed to cater to every need of the coin machine operator.

On hand to greet visitors were R. F. Jones and C. N. McMurdie, key men of the Jones organization, and D. J. Donohue, district salesmanager for J. P. Seeburg Corp. Display included the full Seeburg line, the Bally line and various other pieces of equipment Jones will distribute or job in the area. Refreshments were served and visitors were loud in their praises of the Jones Boys as "dispensers of true western hospitality."

Pollard Appointed Distrib For Aireon Phonographs

SAN FRANCISCO—M. A. Pollard Co., one of the West's outstanding distributing firms, has been appointed exclusive Aireon distributor for Northern California and Nevada. The new Aireon *Coronet* is now in stock and available for immediate delivery, as well as a complete stock of Aireon parts.

Recent visitors to M. A. Pollard Co. included Bernard Craig, Aireon Mfg. Co.'s general sales manager, and Clayton Ballard, John Bennet and Cliff Goodspeed of Portland.

M. A. Pollard Co. is also exclusive Northern California distributor for H. C. Evans & Co.

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This association has saved the operators thousands of dollars in unfair taxation. Automatic music is a legal, legitimate business and we shall always fight to keep it so. We are interested at all times in hearing from other associations in the nation and exchanging worthwhile ideas and suggestions with them. Please write.

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NEEDLES IN YOUR COIN PHONOGRAPHS MEAN MORE MONEY IN YOUR POCKETS.

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Drug Stores As Locations

—A REVIEW LOCATION SURVEY STUDY—

The trend in the drug store field is toward fewer but larger stores, according to a spokesman for the National Assn. of Retail Druggists. The decline in numbers has brought the total from about 60,000 stores some ten years ago to about 54,000 at the present time. Of the current 54,000 stores, the number of chain stores is put at 10,000. The NARD represents independent stores and locally owned chains and claims that independents do about 75 per cent of the total business done by drug stores.

THE REVIEW *Location Chart*, published in Oct., 1947, listed the total number of drug stores as 52,800, an official estimate on the total number of such stores in 1946. A Feb., 1948, bulletin by the Dept. of Commerce puts the total number of drug stores at 55,100 as of June, 1947, a figure that is presumed to represent a number of new stores started in the postwar flush of opening up new stores by veterans.

The official report of 55,100 stores in June, 1947, shows a nice gain over the official number of 52,800 a year earlier. At a trade meeting in 1947, the president of a large drug manufacturing firm emphasized the long-term decline in the number of stores by saying that within a few years there would be only one drug store for each 3,000 persons.

At the present time, it is estimated there is a drug store for each 2,600 people. From the estimates on the total number of stores, it will be gathered that, except for a period of opening new stores right after the war, the total number is still declining. Cost of modern equipment, cost of labor and competition from super markets are given by trade spokesmen as some of the reasons for decline. Competition is forcing modernization of stores and some of the weaker ones are closing as a result.

On basis of total number of the different types of locations for coin machines, THE REVIEW *Location Chart* puts drug stores as thirteenth among about 35 different types. Restaurants, taverns, etc., are far ahead of drug stores on basis of total numbers in the United States.

In a check among a cross-section of readers of THE REVIEW, about 51 per cent of the operators reporting had machines in one or more drug store locations. In the check, drug stores ranked seventh among the most popular types of locations on a numerical point system. Taverns led the list on a basis of points, with restaurants as second.

Among the operators reporting drug store locations, the average number of such locations per operator was seven.

Territory, the type of machine and the personal preferences of the operator all enter into the placing of machines in drug stores and it is not easy to determine from a survey what is the chief factor. Bulk vendors and scales are assumed to be the most popular types of machines for drug store locations, and in recent years postage stamp vendors have spread rapidly in such stores.

Special Mentions

Among the reports, an operator in Washington, D. C., has ten drug stores as locations. He operates a large number of games and phonographs.

An operator in Kentucky has five drug store locations in a route of over 300 cigarette vendors.

A small operator in Maryland, just getting started, has two drug locations in a route of bulk vendors; in Oklahoma another operator with over 100 bulk vendors has only two drug store locations. An operator in New Mexico, with 20 hot nut vendors and over 100 bulk vendors, has machines in only three drug locations, while an Alabama operator reports machines in seven drug stores in a route of 80 bulk vendors.

A California operator, reporting over 200 bulk vendors and 150 stick gum machines, has equipment in 22 drug stores. An Idaho operator of over 250 cigarette, candy and stick gum vendors reports only one drug store location.

One of the large cigarette operators of the country reports having machines in 25 drug stores, in a route that has about 2500 machines. A West Virginia operator, with music and pin ball machines, has equipment in six drug stores.

An Indiana operator, who goes into the smaller towns of his territory with bulk vendors, phonographs and games, has machines in 15 drug stores. An upstate New York operator, with a large route of music and pin ball, reports three drug locations. A Vermont operator, with music and games, reports 10 drug locations.

From these individual reports, it would appear that drug store locations are not an impressive part of the great total of thousands upon thousands of locations of all kinds that contain the coin machines in use over the nation.

But there are many outstanding exceptions in which the proprietor of a drug store welcomes coin machines as a decided adjunct to his business. In some cities drug stores have an impressive number of pin ball games, sometimes almost giving the appearance of a game room or arcade.

In Washington, D. C., a recent report to THE REVIEW told of a drug store that removed some of its booths and had 15 pin ball games put in the space. The operator also set up three coin changers and the druggist feels he reduced his investment and at the same time boosted his over-all income on the space. These spectacular examples can be found in many cities over the country and suggest that maybe operators do not always do a good selling job to drug store proprietors.

Just as drug stores differ, the proprietors are different, and so do operators differ widely in their experiences and views in relation to drug store locations. In the same area, one operator may pass drug spots by while another operator comes along and specializes in such locations.

In Chicago, one of the pioneer operators of bulk vendors says he has never been impressed with drug store locations. He has no particular reason except that he finds factories much better paying spots for his

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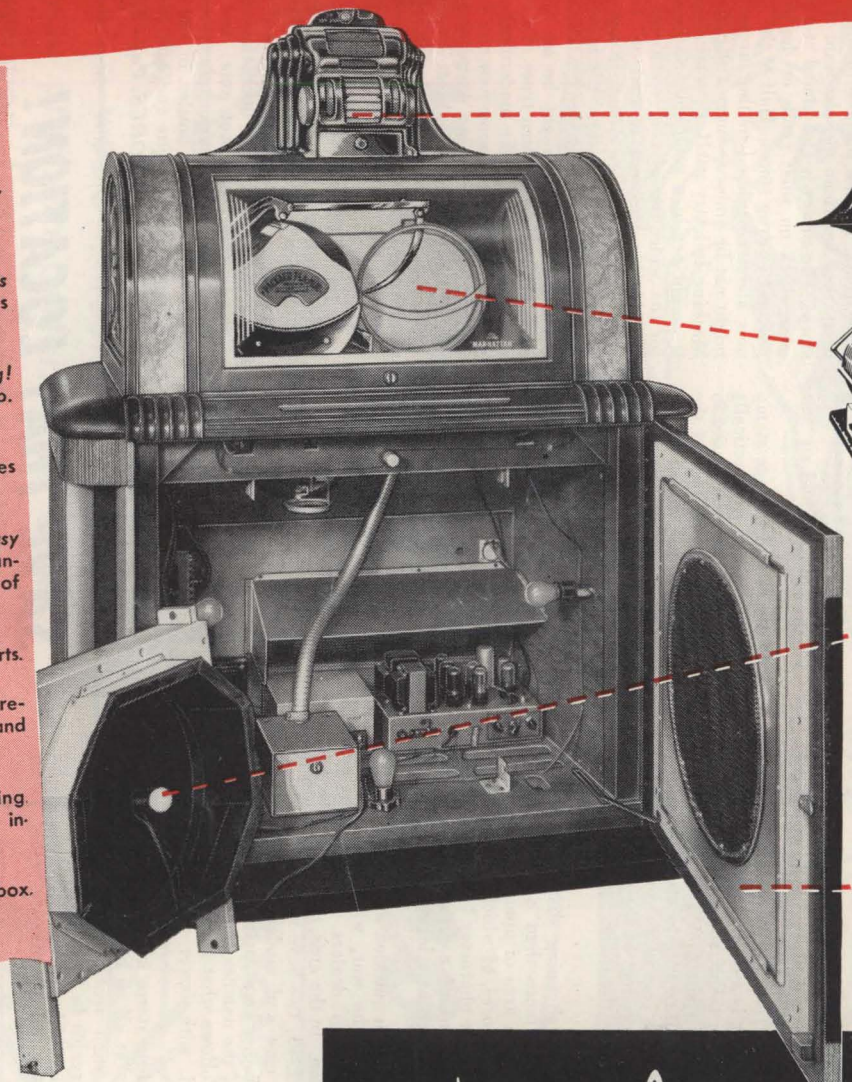

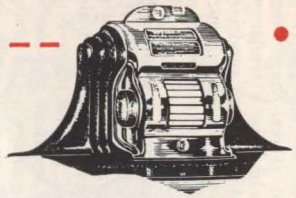

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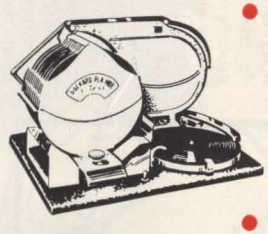

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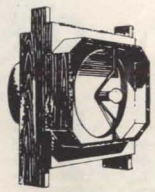

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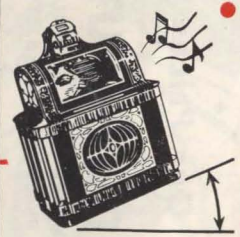

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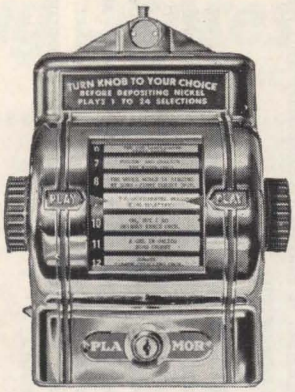

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machines. But a new operator of bulk vendors comes along and specializes in drug spots in the same area.

The pioneer suggests it is a case of where the factories were already taken, so the newcomer had to take drug spots even though they may be second or third rate locations. The newcomer says it is a case of good merchandising, making the vendors fit the spot, and that drug stores have the traffic.

Shopping District

In one of Chicago's shopping districts, a street stretching for more than a mile through the center of an area of apartment buildings has 15 drug stores, of which four are chains. One is also a pharmacy holding true to the old traditions of a drug store and hence may be omitted as a location for coin machines.

The shopping district in question has built up considerably since the war, with new super markets and auto dealers forming most of the expansion. In the area, five drug stores closed since 1940; two have reopened since 1945 and a new and modern chain drug store is now under construction to replace a third one of the number that closed. Thus, the district follows what is said to be the national trend, with fewer units but larger ones.

A survey of the drug stores in this area is not very impressive at all as to the use of coin machines in such spots. Of the 14 stores, there were scales in 12 of them; in three the scales were old but in the majority the scale presented a nice appearance. On the day of the check, one scale had an "out of order" sign.

Eight of the 14 stores had postage stamp vendors, usually in pairs, and in practically every case the machines were well placed in the store and also were clean. Two of the stores had a phonograph, patronized chiefly by the younger set. Two of the stores also had bulk vendors and in one of these the vendors were old and presented a bad appearance.

Scales, postage stamp vendors, phonographs and bulk vendors make up the coverage in the 14 drug stores in an important shopping district. Not impressive on the face of it, but as in all stores in the big cities, floor space is at a premium. Pin ball and cigarette vendors are illegal in Chicago, so there is no chance for the placing of such machines, even if they had been acceptable.

What is the outlook for drug stores in general, and with special reference to greater use of coin machines?

The present trend in which drug stores are being made larger is favorable to a wider use of coin machines, both in numbers and also more types of machines. In areas where drug stores are not so small and crowded, as in the biggest cities, there is a much wider use of coin machines. Like the present trend toward super markets in the grocery field, there is also some expansion of drug stores into what may be called super markets.

The drug store as an institution has become so fixed in American life that it is not threatened with extinction, even though the number has been declining for ten years or more. The corner drug store will always be a popular retail outlet and such places have become more and more a kind of variety store.

Value of the merchandise variety is shown by the official report on trade in 1947 which says, "high volume was due in part to more stores selling appliances and specialty products." In other words, it pays for drug stores to sell everything from tobacco to electric appliances and hardware.

The decrease in number of drug stores is purely economic and not a decline in popular favor. However, real competition for drug stores in general is developing as super markets increase and also drug sections in department stores. Super markets in the grocery field have a tendency to add cosmetics and then drug sundries. Experience is proving that people will not walk beyond the supers to go to the corner drug store, when they can get a variety of items at the super which are commonly sold at the drug store.

The organized drug trade has a fund of $250,000 to finance a broad survey, covering three years, for the purpose of finding out what the American people want in drug stores. The survey is also aimed at a nationwide check on what goods or departments pay best in drug stores. Half of the work is now about completed in the survey and it might not be amiss to suggest that the Coin Machine Industry itself, or some branch of it, might get in a good word in some way for the wider use of coin machines. When an industry goes out to find out how its stores can make more money, that might be an opportune time to say, "Use more of our most modern coin machines."

Particularly, this might be an idea for some of the most modern types of merchandising machines. In the modernization program for drug stores, some new and fine display cabinets are being installed to sell candy, nuts, ice cream and soft drinks.

Would it be possible to put in coin-operated merchandising cabinets instead of the non-coin controlled cabinets?

In the Chicago shopping district previously mentioned, six of the 14 drug stores had the new refrigerated display cases for packaged candies; four had new self-service cabinets for ice cream; three had modern display cabinets for hot nuts; and about half of them had coolers or other display for selling soft drinks in bottles, in addition to the fountains. Cigarette and candy bar dis-

(See DRUG STORES, Page 22)

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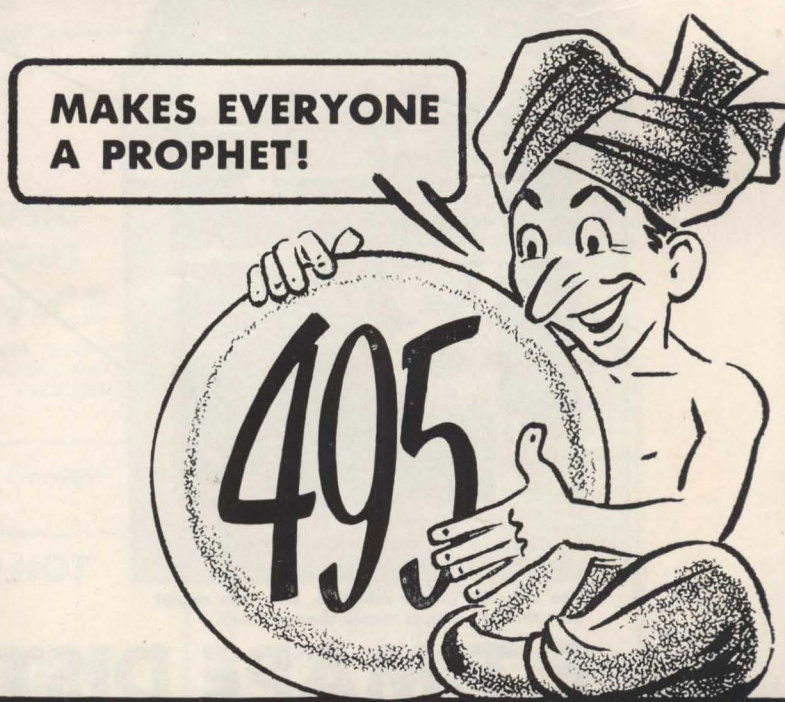

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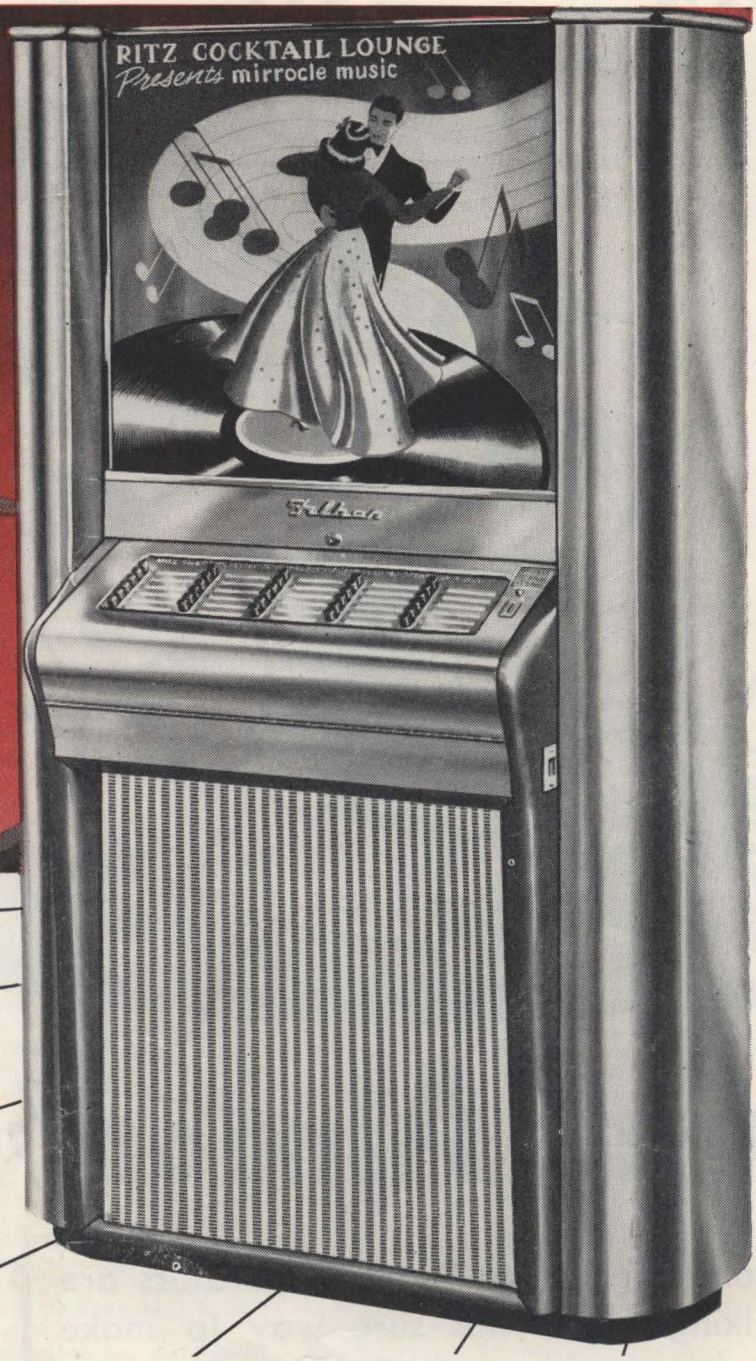

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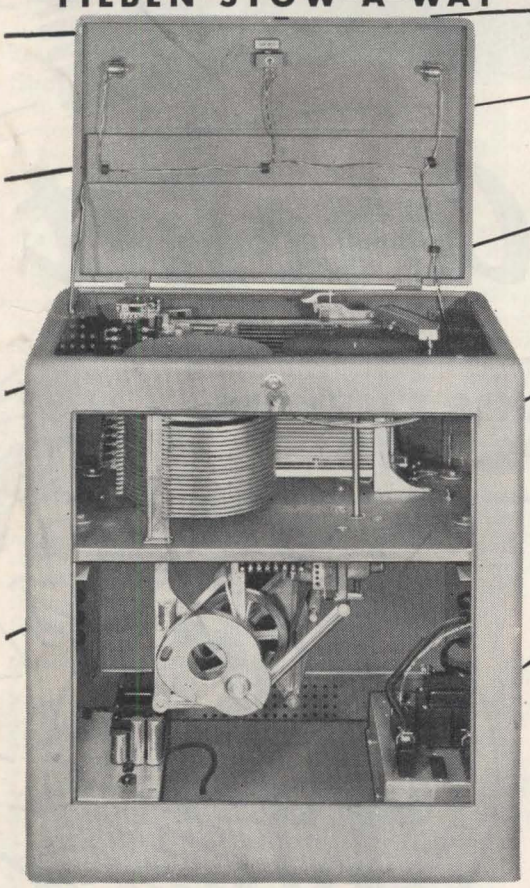

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CAPITOL

*_____ 15110 I'VE GOT A WAY WITH WOMEN (V); DON'T BLAME ME (V), *King Cole Trio*
_____ 15111 HAVE YOU EVER BEEN TOLD (FT VC); THE BLUES JUMPED UP AND GOT ME (FT VC), *Benny Goodman*
_____ 15112 IMAGINE YOU HAVING EYES FOR ME (V); I TOOK A TRIP ON THE TRAIN (V), *Nellie Lutcher*
_____ 15113 WHO? ME? (V N); FOOLISH TEARS (FT V), *Tex Williams*
_____ 15114 NIGHT AND DAY (V); MARIA FROM BAHIA (V), *Starlighters*
*_____ 15115 FOR HEAVEN'S SAKE (FT VC); CAFE DE JANEIRO (FT VC), *Jan Garber*
_____ 15116 MOONLIGHT AND ROSES (FT); FOR ME AND MY GAL (FT VC), *Dick Shannon Society Septet*
_____ 15103 SMILES (V); JUDALINE (V), *Pied Pipers*
*_____ 15104 BYE BYE BLUES (FT VC); FRIENDLY MOUNTAINS (FT VC), *Alvino Rey*
*_____ 15105 TWELFTH STREET RAG (FT); SOMEBODY ELSE, NOT ME (FT VC), *Pee Wee Hunt*
*_____ 15102 TEA LEAVES (V); HIGHWAYS ARE HAPPY WAYS (V), *Jack Smith-Clark Sisters*
*_____ 15107 CUMANA (Piano); ST. LOUIS BLUES (Piano), *Barclay Allen*
*_____ 15090 BABY, DON'T BE MAD AT ME (V); CARAMBA! IT'S THE SAMBA (V), *Peggy Lee*
_____ 15091 STEPPIN' OUT WITH MY BABY (V); EVELYN (V), *Gordon MacRae*
_____ 15092 BEYOND THE BLUE HORIZON (Inst.); A FELLA WITH AN UMBRELLA (FT VC), *Skitch Henderson*
*_____ 15093 I LOVE YOU (Inst.); THAT FIVE O'CLOCK FEELING (FT VC), *Sunset Trio*

CAPITOL FOLK

_____ 40121 YOU CAN'T FOOL MY BROKEN HEART (V); MOM UNDERSTANDS (V), *Wesley Tuttle*
_____ 40118 YOU'RE GONNA BE SORRY (V); BOW DOWN BROTHER (V); *Jack Guthrie*
_____ 40119 SHE'S A SHADY LADY (V); FRAIL QUAIL (V), *Milo Twins*

COLUMBIA

_____ 38202 TAKIN' MISS MARY TO THE BALL (FT VC); LITTLE GIRL (FT VC), *Kay Kyser*
*_____ 38206 IT'S A MOST UNUSUAL DAY (FT VC); JUDALINE (FT VC), *Ray Noble*
_____ 38208 MM-MM-GOOD (V FT); PENNIES FROM HEAVEN (V FT), *Modernaires*
_____ 38209 THE SHOEMAKER'S SERENADE (V); I'M AFRAID TO LOVE YOU (V), *Radio Revelers*
*_____ 38230 TEA LEAVES (V); IN MARTHA'S EYES (V FT), *Emile Gote Singers, Nick De Frances*

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The Review Selects THE TOP TUNES of Current Releases

Capitol 15105
TWELFTH STREET RAG (FT)
SOMEBODY ELSE, NOT ME (FT V)
Pee Wee Hunt

Making his debut with this waxing for Capitol, Pee Wee Hunt plays some hot authentic Dixieland jazz with his instrumental interpretation of this standard jazz classic. Fans will rave over this recording and repeats are certain. Flipover is a novelty with Pee Wee on the vocals.

Capitol 15107
CUMANA (Piano)
ST. LOUIS BLUES (Piano)
Barclay Allen

Another new Capitol artist. First is a masterful piano solo with a Latin-style flavor. Rhythm accompaniment is terrific and the recording is tops in musical entertainment. Second effort is a highly polished version of a perennial favorite.

Columbia 38207
A BOY FROM TEXAS—A GIRL FROM TENNESSEE (FT VC)
RAMBLING ROSE (FT VC)
Tony Pastor

The Clooney Sisters and Tony Pastor join voices against a background of rhythm accentuated by a hoof-beat effect—ala Grand Canyon—to record a tune as fresh as a mountain breeze. "Rose" is a cute story put to music, nice bounce and swingy enough to hold interest.

Victor 20-2810
CLANCY LOWERED THE BOOM (V FT)
THE ROMANCE OF THE ROSE (V FT)
Dennis Day

Dennis Day displays his ability as a comedian in the recording of the lyrics on the first side. It's a roistering Irish character ditty with some mighty funny words. Coupler is a sentimental nosegay with lush strings backing the Day vocals.

Victor 20-2867
IF I WERE YOU (FT VC)
CARAMBA IT'S THE SAMBA! (FT VC)
Freddy Martin

The relaxed treatment in evidence on the first side is appealing and Stuart Wade's warbling of the lyrics is tops. Backing it is a novelty featuring exciting tropical rhythms with a pianistic razzle-dazzle which is amazing.

POPULAR ALBUMS [10"]

Capitol CD-81
MUSIC FOR ROMANCING featuring Paul Weston. Everything I Have Is Yours, Sleepy Time Gal, April In Paris, My Romance, Poor Butterfly, Orchids In the Moonlight, Gone With the Wind, Time On My Hands.

A collection of old favorites neatly recorded in a simple manner to retain the basic melody and provide the maximum in entertainment. Excellent for dance spots.

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Capitol CC-83

BOOGIE WOOGIE featuring Freddie Slack. Beverly Boogie, Chopstick Boogie, Is I Gotta Practice Ma?, The Brown Danube, Boogie Minor, Boogie in G.

The terrific Slack boogie technique gets a slapping around on these six sides. A variety of music here, liberally sprinkled with boogie in all its forms.

Columbia C-160

HAPPY ANNIVERSARY featuring Ray Noble and Cathy and Elliot Lewis. Goodnight Sweetheart, Perfidia, Poeme, Easy To Love, I Hadn't Anyone Till You, Way Down Yonder in New Orleans, Yesterdays, Goodnight Sweetheart.

An unusual and imaginative album. Each tune is featured as part of the reminiscing dialogue of a young married couple on the sixth wedding anniversary recalling the events of the previous year's celebration. May be used separately or in series. Best for intimate spots where the accent is on listening. Very good.

M-G-M 26

MELCHIOR SINGS featuring Lauritz Melchior. The Song Is You, Summer Moon, Come Back to Sorrento, Mattinata, I Love You Truly, O Promise Me, Who Is Sylvia, Minnelied.

The Wagnerian tenor sings some of the world's most treasured love melodies with Georgie Stoll conducting the M-G-M Studio Orchestra accompanying. Exceptionally well done.

M-G-M 18

THE KINGS MEN. Red River Valley, Cindy, Blue Tail Fly, My Grandfather's Clock, Oh My Darling Clementine, Old Dan Tucker, Skip To My Lou, A Roundup Lullaby.

A gay assortment of folk songs which have been sung by kids from 6 to 60 down through the years. The Kings Men do a dandy job of giving the ditties a Barbership Quartet treatment.

Leuenhagen Staff Scores Heavily on Hit Predictions

LOS ANGELES—Almost uncanny ability by W. H. Leuenhagen & Co.'s record sales staff to "spot" hit tunes before they have caught the pulse of public favor is one of the reasons California music operators have made Leuenhagen's their one-stop headquarters.

To name just a few, the staff has successfully called the turn on *Near You, When I Sing My Song, I'm Looking Over a Four Leaf Clover*, and *You Can't Be True Dear.*

"We make a science out of studying records, and with the help of operators who preview advance releases, we are able to give the music boys the hit tunes before they're hot and thus allow them to gain full play on the boxes," says Bill Leuenhagen, owner of the firm.

Mary Solle, who heads the record sales department, and whose average as a prognosticator of hot wax has been remarkably high, offers this tip on the latest hit-to-be: *Am I All of Your Future or Part of Your Past* on the *Astor* label.

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	38201	I GET ALONG WITHOUT YOU VERY WELL (V FT); I'LL BE SEEING YOU (V FT), *Dinah Shore*
*	38207	A BOY FROM TEXAS—A GIRL FROM TENNESSEE (FT VC); RAMBLING ROSE (FT VC), *Tony Pastor*
	38194	ON AN ISLAND WITH YOU (Rhumba); CHARISSE (Tango), *Xavier Cugat*
	38197	WOODY WOOD-PECKER (FT VC); WHEN VERONICA PLAYS THE HARMONICA (FT VC), *Kay Kyser*
*	38195	YOU'RE OVER THE HILL (V FT); MOTHER NEVER TOLD ME (V FT), *Arthur Godfrey*
*	38199	TRUMPET BLUES (Inst.); CARNIVAL OF VENICE (Inst.), *Harry James*
	38192	IT ONLY HAPPENS WHEN I DANCE WITH YOU (V FT); A FELLA WITH AN UMBRELLA (V FT), *Frank Sinatra*
	38191	STEPPIN' OUT WITH MY BABY (V); BETTER LUCK NEXT TIME (V), *Dinah Shore*
		M-G-M
	10207	BLUE BIRD OF HAPPINESS (V FT); SUNSET TO SUNRISE (FT), *Art Mooney*
	30120	MOON OF MANAKOORA (Inst.); BEWITCHED (Inst.), *David Rose*
*	10216	WAGON WHEELS (Harmonica); WHEN I WRITE MY SONG (Harmonica), *Jim and Mildred Mulcay*
	10208	MR. B'S BLUES (V FT); I'M FALLING FOR YOU (V FT), *Billy Eckstine*
	10214	THAT FIVE O'CLOCK FEELING (FT VC); YOU STARTED SOMETHING (FT VC), *Jack Edwards*
	10212	I'M A LONG GONE DADDY (HB V); THE BLUES COME AROUND (HB V), *Hank Williams*
*	10211	A TREE IN THE MEADOW (FT VC); REFLECTIONS IN THE WATER (FT VC), *Paul Fennelly*
	10199	TOOLIE OOLIE DOOLIE (V FT); TEARDROPS IN MY HEART (V FT), *Jack Day*
*	10204	BLUE SHADOWS ON THE TRAIL (FT VC); I WENT DOWN TO VIRGINIA (FT VC), *Art Mooney*
	10202	NEEDLES AND PINS (FT VC); BUBBLE-LOO, BUBBLE-LOO (FT VC), *Jack Fina*
	10201	POOR PAPA (V N); WHAT'S GOOD ENOUGH FOR MY BABY (V N), *Buddy Weed Trio*
	10197	WEDDING BELLS (V); BABY DON'T BE MAD AT ME (V), *Beale Street Boys*
		NATIONAL
	7021	PIANO FANTASY (Piano); I LOVE YOU MUCH TOO MUCH (Piano), *Alan Logan*
*	7023	TELL ME WHY (V); MELODY TIME (V), *Alan Gerard*
*	5019	HELL'S FIRE (HB VN); BORN TO LOSE (HB V), *Ray Smith and Pine Toppers*
		PAN-AMERICAN
	82	TICO TICO (Inst.); ALWAYS IN MY HEART (FT VC), *Phil Green*
		VICTOR
	20-2885	THE FLOWER SELLER (FT VC); WHISPER A WORD OF LOVE (FT VC), *Johnny Bradford*
*	20-2904	LET ME CALL YOU SWEETHEART (FT VC); WALK IT OFF (FT VC), *Tommy Dorsey*
*	20-2905	IF I'M ELECTED (FT V); LADY OF SPAIN (Inst.), *The Three Suns*
	20-2945	NATURE BOY (V); YOU CAN'T BE TRUE, DEAR (V), *Dick James*
	20-2867	IF I WERE YOU (FT VC); CARAMBA IT'S THE SAMBA! (FT VC), *Freddy Martin*

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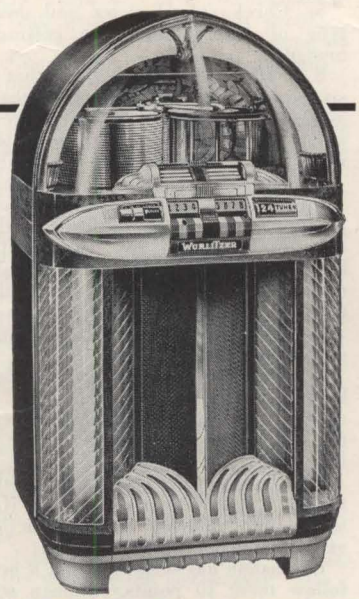

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	20-2868	TAKIN' MISS MARY TO THE BALL (V FT); WALK A LITTLE, TALK A LITTLE (V FT), *Helen Carroll and Satisfiers*
	20-2898	MAKIN' MOVE MOUNTAIN STYLE (FT VC); MEADOWLANDS (FT), *Tex Beneke*
*	20-2810	CLANCY LOWERED THE BOOM (V N); ROMANCE OF THE ROSE (V), *Dennis Day*
	20-2911	AIN'T MISBEHAVIN' (Piano); SMOKE GETS IN YOUR EYES (Piano), *Art Tatum*
	20-3027	IT BEGAN IN HAVANA (FT VC); THE GIRL WHO CAME FROM PERU (FT VC), *Freddy Martin*
	20-2863	A FELLA WITH AN UMBRELLA (FT VC); STEPPIN' OUT WITH MY BABY (FT VC), *Three Suns*
*	20-2888	BETTER LUCK NEXT TIME (V); IT ONLY HAPPENS WHEN I DANCE WITH YOU (V), *Perry Como*
	20-2864	INNER SANCTUM (FT VC), *Charlie Spivak;* HEARTBREAKER (V), *Merry Melody Makers*
*	20-2851	GIVE A BROKEN HEART A BREAK (FT VC); THE MAHARAJAH OF MACADOR (FT VN), *Vaughn Monroe*
	25-1120	POEME (Inst.); DARLING, JE VOUS AIME BEAUCOUP (Inst.), *Henri Rene*
		VICTOR FOLK
	20-2899	MAMA NEVER SAID A WORD ABOUT LOVE (V); LITTLE OLD RAG DOLL (V), *Patsy Montana*
*	20-2901	I'M A MARRIED MAN (V); IS IT TRUE WHAT THEY SAY (V), *Luke Wills Rhythm Busters*
	20-2907	TEARS TODAY AND BLUES TOMORROW (V); IN THE PINES (V), *Texas Jim Robertson*
*	20-2908	THERE'S A HOLE IN THE BOTTOM OF THE SEA (V N); GIRLS, DON'T NAG YOUR HUSBANDS (V), *Lonzo and Oscar*
*	20-2909	TOO FAR APART (V); SWEETHEART OF YESTERDAY (V), *Stu Davis*
	20-2866	OKLAHOMA WALTZ (V); THAT'S THE LAST STRAW (V), *Spade Cooley*
	20-2890	IF THAT'S THE WAY YOU WANT IT (V); WHO CARES, WHO CARES? (V), *Dave Denny*
*	20-2891	WOULD YOU CRY? (V); THE STEAM THAT BLOWS THE WHISTLE (V), *Buchanan Brothers*
*	20-2875	THE OLD PIANO POLKA (V); THE STRANGEST FAMILY (V), *Zeke Manners and his Band*
	20-2877	THAT'S WHAT SHE WROTE (V); YOU NEVER GROW TOO OLD TO LEARN (V), *Ernie Lee*

DRUG STORES

(Continued from Page 16)

plays, of course, are standard in all drug stores.

Hence, a casual check shows right off that modern drug stores are fast increasing their facilities for selling most of the merchandise items which the merchandising machine industry is also building machines to sell. But the outlook for getting coin-controlled display cabinets in the average neighborhood drug store, to sell ice cream, candy bars, cigarettes, soft drinks, etc., is not so favorable because the traffic is not so heavy. The average proprietor still feels that personal service is better.

Stamp vendors, however, have quickly won their way into drug stores to relieve the work in making accommodation sales, and they might prepare the way for candy and cigarette vendors.

There has long been a dream of automatic store sections in drug stores, and the Cunningham Drug chain of Detroit joined in testing the idea back in the days of Camco, in the late 1920s. The chains will no doubt be ready to try merchandising machines in batteries, when machines are ready for such purposes, but the average neighborhood drug store does not see any real need for such service.

Now that grocery and department stores are installing music services, it is natural to expect that drug stores will increase their use of music—and it will be up to music operators to furnish the music services needed, or lose the opportunity. Games in drug stores in most parts of the country will always be popular, but depending on territorial conditions.

As to business trends in drug stores, January, 1948, showed a seasonal decline from December but had the highest dollar volume trade for January on record. February followed with a sharp decline, as did most retail trade, and then drug store trade started to climb again in March—but did not quite equal dollar volume of March, 1947. Drug stores set an all-time peak in 1947 in dollar volume, but the percentage of increase was the smallest since 1939.

Sales were actually lower, compared with 1946, for the months of June, July, August and November. Drug store business for 1939 was $1,562,500,000. while the grand total for 1947 was $3,627,000,000, which gives an idea of how the dollar volume has grown. It also shows there is considerable traffic in drug store locations.

After the first quarter of 1947, drug stores followed a pattern of slowly declining sales and the previous year had followed almost the same course, but December always brings a big gain. Both 1946 and 1947 showed big gains in drug store trade above 1945. The current year is expected to follow somewhat the same sales pattern of 1947, which means a drop in sales for summer months and a pickup beginning in October.

The drug store fountain is the only section of the trade that has grown steadily since 1929, with fountain sales, food and bottled soft drinks accounting for about 20 per cent of total drug store sales in 1946; tobacco runs about 13 per cent and candy a little more than 3 per cent of total drug store volume.

10 Golden Keys Up Music Take

By Nathaniel F. Wood

MINNEAPOLIS—Music machine operators here are finding a set of "10 Commandments for Operators" helping to boom their business in this territory if followed precisely, according to Hy Greenstein, Seeburg distributor and operator of Hy-G Music Co.

Greenstein has created a set of 10 rules that he guarantees, if followed, will aid the average operator in increasing his business during a time when competition and other factors are doing all they can to hurt the music business.

Operators all over the area, who have heard of the "golden rules" have requested copies to aid them in keeping their equipment in shape and boost plays. Greenstein believes operators in other areas may find them helpful, so THE COIN MACHINE REVIEW herewith reprints them for the education of all concerned:

1. Keep your phonographs clean at all times. Dust them off regularly.
2. See that all burned out lights are replaced.
3. Be sure to check needles and remove any scratchy records.
4. Keep mechanism cleaned, oiled and greased. Be sure not to overfuse any section.
5. Check record meter and double up type of records that are getting extra money.
6. Sell the location the idea that for the six square feet of space that the music machine occupies, it is the greatest individual income source for the amount of rental space taken that one has in his place.
7. See that sound is evenly distributed. With nominal cost of speakers today, it pays to have enough speakers so that one can hear music in any corner without it blasting any particular area. Jobbers will usually help locations with sound distribution.
8. Never leave keys with location under any circumstances.
9. See that you and your service man know your equipment. Minimize service calls. Your jobber and manufacturer maintains a service school open to your men at any time.
10. Service your phonograph with coins to see if it is operating, just as if a customer were playing it. This action has saved many a return service call.

Greenstein has suggested that if operators follow these 10 points, coinmen will find incomes rising. It has already paid off for

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those who have followed this plan.

He offered, as a three-pronged drive for added profits, the following:

(1) *Higher percentage of take.* Better it is 65-35 than present 50-50 or 60-40. Free money spending is over and operators will find little resistance on part of location owners.

(2) *Sharper operation.* Operators should keep machines cleaner. Planned music for some spots better than haphazard methods of filling machines with records. Constant checks on play popularity important. Check popularity meters often and study locations for types of music most often played. Make every effort to provide such music.

(3) *Clever promotions.* Request cards are one means of helping to build patronage for machines; point-of-purchase promotional material; hit-parade tie-ins, etc.

BUSINESS REVIEW

(Continued from Page 5)

a very high level, there are millions of individuals, thousands of small firms, and even industries that are getting hurt in the midst of great national prosperity.

2. If it were possible to make an orderly adjustment of the present situation, the idea would probably be to bring prices of food and clothing down in orderly fashion, while industrial activity, durable goods and construction are kept at high levels. Some say big farm crops this year would do that very thing.

3. The prospect of war with Russia has decreased and the war fever subsided. As time passes, the masses of the American people will be less and less inclined to support a war. An explosion to start a war may happen any time, in many parts of the world, but the prospect is decreasing.

A review of reports on some of the many factors in the business picture follows:

ALLOCATIONS—The program is still routine; discussion has shifted to the problem of stock piling of materials.

AUTOMOBILES—The General Motors plan for settlement of its wage dispute attracted wide attention in industry and seems to have dispelled the prospect of widespread strikes in the auto industry. Currently, the outlook is for rising auto production during the second half, unless steel shortage becomes serious. The new Ford attracted attention. Used auto market is growing more competitive. Recent issue of the *Automotive News Almanac* says there are 27,521,395 autos of all makes in use in the U. S.

AUTOMATIC MACHINERY — Food Machinery Corp. has new machinery for canning and packing foods that promises the dream of a push-button factory; some of the machines are already at work, others will be installed during this year.

BANKS—Business loans by banks were showing a downtrend at the time of this digest, a trend that has been under way since Jan. 1. Chicago district was currently showing the biggest decline. Demand deposits are showing a sharp upward trend, and also real estate loans are climbing. Government report shows that savings deposits began to increase during first quarter of the year.

BUSINESS FIRMS—Dun & Bradstreet says new business incorporations dropped slightly in April to 9,223 for the 48 states, which compares with 9,346 in March. April number was a decline of about 6 per cent from April 1947. Each month thus far this year has shown a decline in comparison with the same month last year. Total for first four months this year was 37,442 new firms; 31 of the 48 states report fewer new firms this year.

Rate of business failures hit the highest rate of the year for the last week in May; retail failures led the list.

Dept. of Commerce summary on business firms in 1947 indicates the postwar rise died out that year; about 200,000 new firms were reported in 1947. Number of business firms in U. S. per 1,000 persons stood at 26 last year; total number of firms at end of 1947 was put at 3,850,000, a gain of 800,000 since June, 1945.

CREDIT—While business loans decline, consumer credit is increasing. Government reports consumer credit rose to $13,500,000,000 in April and trade reports show it is still rising fast. Total consumer credit outstanding on Apr. 30 was 28 per cent above the same time a year ago. Credit on auto sales is showing a rapid rise. About 9,000,000 families used credit in 1947; one out of four families spent more than it earned last year.

CONSTRUCTION — Here is still the super bright spot in the whole business picture. Commercial building in May was up 17 per cent over May last year; factory building dropped 19 per cent; office and warehouses gained 47 per cent; stores, restaurants, garages were up 81 per cent. Operators of coin machines will note these new locations. For first five months of the year commercial building gained 8 per cent over same period last year. Total new construction in May, including homes, was 40 per cent above May last year, and gained 11 per cent over April this year. Public construction is also making big gains; farm building made the biggest gain of all. Construction contracts let in May dropped below April but were above May last year; contracts let in April gained sharply over March and also Apr. 1947.

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coming events was still considered generally favorable as of June 15. Several states, including Iowa and Illinois, reported real need of rain but the situation had not become alarming. Dry weather had permitted completion of spring planting in record time and this helped to avoid an expected shortage of gasoline. Replanting in areas where necessary had been done in good order. Southwest wheat harvest may be as much as 50 per cent under last year, but this one shortage is not considered serious in the national picture. Government verdict June 9 was that total new crops would be slightly below last year and prices would stay above 1947 levels.

EMPLOYMENT—One very reliable reporting agency said total employment was rising by June 1, to recover from the declines that began late in March and continued through April; wage and salary payments declined in April for the third consecutive month, said to be due to curtailed hours in industry. April total employed was put at 58,100,000. General outlook is considered very favorable for the summer, with some setting the peak at a high of 65,000,000 employed, if the armed forces are counted in. Employment in April did not show the usual seasonal upturn; probably due to widespread layoffs; a pickup in employment did start in May.

EXPORTS—Trend in total exports of U. S. goods was declining during first four months of the year, according to official report. General signs continue unfavorable for many specialties. Recent reports concern South Africa and Australia; a new administration takes over in South Africa and will curb imports from Britain and U. S.; and Australia is increasing its bans on American goods because its dollar deficit increases. Internal trade troubles are increasing in all of Europe also, which postpones hopes of recovery there.

FARM OUTLOOK — As mentioned above, the new crop outlook is favorable. Dept. of Agriculture official view is that prices received by farmers will remain very high, although below the January level; mid-May prices dropped less than 1 per cent below April; more recent reports suggest farm price level increasing. Prices paid by farmers for supplies are high but slightly below January level; at present farmer's costs are rising.

FREIGHT—Reports show varied price increases, reflecting higher freight rates. Full effects of the recent U. S. Supreme Court decision on basing point system are not yet in evidence. Total freight shipped by truck in April was slightly below March level. but above April 1947.

FOOD—Sharp division of opinion prevails about price trends on foods during next few months; some leaders in grocery trade still say next six months will show a general price decline in foods, though small. Official reports and also financial reporting agencies suggest that food prices will remain high and may tend upward. Some financial agencies say that even a good crop year will not reduce prices as consumers hope for. Meat prices are almost certain to increase during the second half of the year. Crop influence might begin to be felt on prices in July but real effects would not show up before September.

GASOLINE — No shortage showed up during the Memorial holiday period; no shortage has developed in farm areas since spring planting was completed in good order, due to dry weather. Failure of a farm shortage to develop is considered a very favorable sign for the total supply during the summer. The *Wall Street Journal* said early in June that signs were beginning to show up that a pinch is under way; chiefly large users were beginning to feel the pinch; *Journal* made its own special survey. *National Petroleum News* said smaller wheat crop is helping stretch gas supply; said signs of the summer pinch were showing in Midwest by the end of May; some price hikes were getting under way but most suppliers were holding price line. First signs of trouble seem to be lack of supplies in the open gasoline market and also tightening of allocations to large users. Total gas taxes collected by states increased 10 per cent in 1947; national gas consumption in 1947 was 10 per cent higher than in 1946.

INVENTORIES — Commerce Dept. report says inventories of finished goods sharply increased in first quarter; wholesale inventories and sales dropped in April; manufacturers' inventories have increased only slightly. National Purchasing Agents say total inventory picture has remained steady for past few months; that manufacturers have not rushed to stock up on materials; 91 per cent of manufacturers buy for 90 days or less; buying policy still cautious.

MATERIALS — Big question is how many shortages will show up as government program advances. *Iron Age* recently said steel will be higher and definitely short for a year or more. Lumber is going up, due to building increase. Copper wire output began to drop in April; government will stockpile copper and tight supply is expected. Aluminum shortage expected to become worse during year; tin supply shortage until 1950 is predicted; smaller steel quotas for consumer goods seem a certainty; plate glass output is making good gains.

MONEY — More and more reports on prices, wages and income are trying to estimate changes in terms of real purchasing

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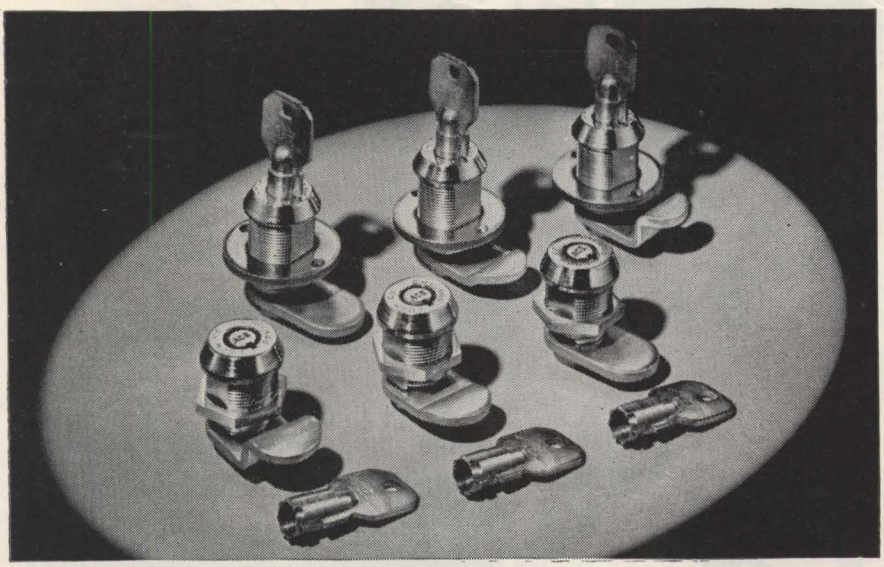

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power; the General Motors wage settlement plan boosted this idea. Money in circulation has been below same period last year, but has been increasing in recent weeks. Savings from spendable income turned upward in first quarter, the first time in four years; rate of savings is about 7 per cent, compared with a rate of about 4 per cent before the war; in 1944 the savings rate was 24 per cent. Credit men call attention to fact that savings today will buy only half what they did ten years ago. Total spending rate for nation in first quarter was about $245,000,000,000 a year, a big increase over 1947, but the rate of increase has already begun to slow up; spending for consumer goods in the first quarter showed the smallest increase since end of the war.

POWER—Electric power will be ample this year but supply will be tight, a leader in the field predicts; it will be three years before the nation can have normal reserves. Power output during May was well above same period last year, but demand began a seasonal decline.

PRODUCTION—Federal Reserve Board reported declines in industrial production for March and April, with an increase starting in May; February stands as the high-point month thus far this year. Purchasing Agents Assn. says May production was slightly off from April. Durable goods output made biggest drop in April. Experts predict a steady rise in industrial production for the second half of the year. Some industries, such as the cotton goods industry, cut production as soon as prices begin to decline.

PRICES—Experts are debating probable price trends for the rest of the year; a majority do not expect runaway inflation but do expect the general trend in most lines to be upward. Full effects of recent U. S. Supreme Court decisions are not yet felt and a battle royal is in the making by Big Business; anti-trust actions by the federal government are reaching out far and wide, one of the latest being new charges against candy suppliers to vending machine firms. One of the biggest anti-trust drives that the country has seen in many a year is now getting under way and the main point is prices. Living costs will edge higher, many reporting agencies say; food prices started upward at wholesale level in May. Policy of many industries is still to slow up production when prices start to fall. Consumer resistance to prices is mentioned less often, but it still exists. Some government experts say living costs will rise 10 per cent by Dec. 31. Some prominent leaders in grocery trade say prices of food will tend to decline. Production and material costs are still rising in general.

PROFITS—The *Wall Street Journal* recently said profits for industry generally are holding as high as in 1947, in the face of higher costs, but the number of exceptions to this high profit level is increasing; food processors are an example of groups whose profit margins are declining even when sales increase.

RETAIL TRADE — Department stores made a good recovery in April and May, from the Easter slump. Fairchild index to retail prices shows the price level is increasing slowly, now about 4 per cent over same period last year. Retail sales in April were 11 per cent above April 1947 on dollar basis, while volume was slightly above the December high; drug stores were the only group that showed a decline in April; other types of coin machine locations, such as filling stations, eating and drinking places, made good gains over March trade. Retail inventories were rising in March and April.

SURVEYS — Most surveys by publications now relate to the national election. Data from the 1947 Census of Manufacturers will be published next year; on May 1 only 61 per cent of manufacturing firms had returned their questionnaires. Congress. (The House) recently passed a bill to take a business census every five years, to be taken in years ending in 4 and 9—the first thus starting next year; Senate passed a similar bill last year.

TAXES—Currently, the only tax bill to get through Congress in 1948 seems likely to be the income tax law now already on the books. As predicted in THE REVIEW for many months, the excise tax issue seems definitely postponed until next year; then the big issue will be a federal sales tax (probably in form of manufacturers' tax). Federal tax collections dropped in the first quarter, compared with the same period last year; liquor revenue declined sharply, while beer revenue was slightly over the 1947 period. Cigarette taxes have reached a new record as a source of income for states, and Uncle Sam is collecting handsomely on cigarettes also; federal collections on cigarettes in April were well above last year, reaching a total of $112,126,882 in April this year. Beer and liquor revenue dropped in April of this year as compared with last April.

Federal revenue reports on coin machines are available for the first four months and total revenue for the period this year is $1,044,478, as compared with $1,163,000 for the same period last year. Thus, coin machine revenue is declining also; three of the four months of 1948 have declined in comparison with the same months last year; April coin machine revenue was $258,442, compared with $265,682 in April 1947.

TOURIST TRADE—Auto industry reports that rainy weather kept travel to a low for Memorial Day period in the East, while the Midwest had good weather and

record travel; gasoline shortages did not show up. Early reports on resort areas suggest that moderate-income people will do less spending in travel this year; Wisconsin and some other areas reported vacancies; resorts catering to wealthy report good prospects; prices in most areas were being held to last year's high levels. Effects of the one-period vacation idea in industry are not yet in evidence, except that hotels report week-end travel is off considerably. One big travel agency says outlook is for a record season, based on reservations in May. Advertising circles report that 45 states now spend about $6,000,000 annually to boost tourist travel.

Two Exhibit Officials Pass In Four Days

CHICAGO — Death recently took two high ranking executives of the Exhibit Supply Co. within four days of each other. Percy C. (Perc) Smith died at his home in Oak Park, Ill., June 4, and John Chrest died in a local hospital on June 8.

The Coin Machine Industry felt the loss, as well as the Exhibit firm, since both men were widely known in trade circles all over the nation.

Smith was a great champion of arcades and was vice president and arcade sales manager in the Exhibit firm for many years. He had joined Exhibit about 30 years ago, and had previously been connected with Mills Novelty Co. He knew arcade men in all parts of the country and was counted as one of their best friends. He helped to start many arcade men in the business. He was born in Binghamton, N. Y., Apr. 13, 1877.

Smith is survived by a brother, Rollo E. (Smitty) Smith, widely known in the Industry and now with the Buckley Manufacturing Co. here; his widow, Florence M., and daughter and son-in-law. Burial was in an Oak Park cemetery.

Chrest had joined Exhibit in 1940 and held the position of executive vice president and sales manager. Previously, he had entered the coin machine trade as assistant sales manager with Bally Manufacturing Co. in 1936. He was born in Cincinnati, March 19, 1884 and had a career in the publishing field before coming to the Coin Machine Industry. He is survived by his widow, Lavinia.

In addition to his position with Exhibit, Chrest was also treasurer of Coin Machine Industries, Inc., and had been an official in CMI since its organization in 1939. He was active in many ways in furthering the work of the national association and fellow workers in CMI expressed deep regret at his loss.

Operators Lose In Oregon Floods

PORTLAND (June 12)—Flood conditions continue to devastate the Columbia and Willamette River regions.

Latest break through occurred Thursday night, June 10, 1948 on the Columbia at the Portland-Columbia Air Base where 12 feet of water now forms a lake of one of the country's finest airfields. The sudden heavy rainstorm that evening further swelled the streams. Luckily this airfield had been evacuated and planes were departing from Salem, Oregon, some fifty miles away.

In spite of the constant vigilance on the part of the Army Engineers and volunteer dike workers this break-through occurred where it was least expected. Great loss of property is evident but no loss of life reported as yet.

Vanport continues to be a scene of havoc as well as its environs. Search is continuing for the bodies of those who might not have been lucky enough to escape.

The Union Avenue fill is finished, it was break No. 3, and busses are now running from Portland to Vancouver, Washington.

Several operators lost heavily in the Vanport and Jantzen Beach area. Lou Dunis, of Portland Amusement Co., lost at Jantzen Beach a complete arcade set-up. Stan Terry lost all of the equipment he was operating at Vanport.

Naturally with all available manpower being utilized to withstand further breaks in the dikes, business has been quiet. However, the caliber of our coin machine men is such they can "take" their knocks and come up smiling as is the case of the two operators mentioned above and many others who, no doubt, also suffered losses.

A very fine example of this is the effort being made by Stan Terry to collect money now to send several young boys from the flood area to a summer camp. CONGRATULATIONS, Stan, on your public and civic-minded spirit!

Nickel a Sneeze — or Look?

NEW YORK—International Cellucotton Products Co. is testing a new 5c Kleenex Pocket Pak of 24 sheets (compared to the regular 20c 200-sheet package). New item will not be marketed nationally until 1949 because of insufficient special packaging machinery. Item may be suitable for vending machines, it is hinted.

On March 7th E. V. Durling mentioned the use of coin-mirrors in his syndicated column in the Hearst papers. Durling suggested coin-mirrors for installation in rest rooms in this country and pointed out that a penny uncovers a face mirror in England and the equivalent of a nickel reveals a full length mirror. May be sensible money-maker for ladies rest rooms.

Bally's New 5-Ball

RANCHO

WITH TURRET KICKER SKILL FEATURE

RANCHO *IS* different! The new Turret Kicker sways back and forth during the entire playing time. As the ball rolls down the playfield it is frequently captured in the moving target and held. Player can then aim the ball toward high score bumpers and bonus pockets and kick the ball accurately by skillful timing.

RANCHO has seven additional kick-out holes, six floating roll-over buttons, and six bumpers that provide bonus scores, high scores, sequence scores and special scores.

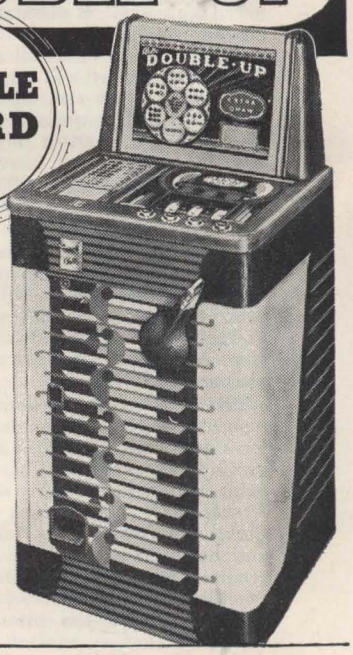
Brilliantly lighted back-glass, colorful playfield—you must see it and play it to realize its money-making ability.

Come In Today!

Bally's NEW HOLD & DRAW BELL-CONSOLE

DOUBLE-UP

New DOUBLE AWARD Spinner



Another great HOLD-AND-DRAW bell console . . . featuring famous EXTRA DRAW . . . plus new DOUBLE AWARD SPINNER. Double-up your console profits. Order DOUBLE-UP now

CONVERTIBLE AUTOMATIC—REPLAY

NICKEL OR QUARTER PLAY

WRITE—WIRE—PHONE—COME IN—TODAY!

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FREE PLAY

TROPHY
AUTOMATIC

PROFIT PROVED HORSESHOE FLASH
with
NEW "FAN" FLASH
(ALL SEVEN SELECTIONS LITE UP)

Players play up to 6, 8, or 10 coins per game.
Get GOLD CUP and TROPHY on Location Now . . .
Earn Real Money.

Bally TRIPLE BELL

TRIPLE PLAY! TRIPLE PROFIT!

IN CONTINUOUS PRODUCTION FOR
TWO YEARS

Going stronger than ever!

A BALLY GAME FOR EVERY SPOT

RANCHO · BIG INNING · HY-ROLL · HI-BOY
WILD LEMON • DOUBLE-UP · DELUXE BOWLER

ORDER FROM YOUR
BALLY DISTRIBUTOR TODAY!

CMI COIN MACHINE INDUSTRIES, INC. — For Your Protection — MEMBER

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DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

SENSATIONAL JULY BUYS

From "The House of Buys"

NEW EQUIPMENT

Evans Races, jackpot cash model	$931.00
Evans free play convertible	989.50
Evans Casino Bells, Sr., cash model (3-5c, 2-25c)	664.50
Evans Bangtails, 5c jackpot	671.50
Evans Bat-A-Score	395.50

NEW PHONOGRAPHS

Exclusive Distributor for Northern California and Nevada

AIREON CORONETS.....$495.00

We have in stock, ready for immediate delivery, the latest pin games of Genco, Chicago Coin, Williams Mfg. Co., United Mfg. Co. AT PRICES YOU CAN AFFORD TO PAY!

USED PHONOGRAPHS

AMI	$645.00
Wurlitzer 1015	475.00
Wurlitzer 500	125.00
Wurlitzer 600	125.00
Wurlitzer 850	245.00
Wurlitzer 950	195.00
Wurlitzer 24 Hideaway	95.00
Wurlitzer Twin 12	50.00
Rockola Playmaster	125.00
Rockola Commando	125.00
Rockola Super	95.00
Rockola 1422	350.00

USED CONSOLES

Guaranteed Equipment, Ready for Location

Keeney Bonus Super Bell, 5c Play	$275.00
Keeney Bonus Super Bell, 5c and 25c Play	550.00
Keeney Bonus Super Bell, 5c-10c-25c Play	645.00
Bally Drawbells	225.00
Bally De Luxe Drawbells	295.00
Bally Triple Bells	575.00
Bally Hi-Hands	49.50
Mills Jumbo Combination	49.50
Mills Jumbo Free Play	35.00
Evans Galloping Dominos	145.00
Evans Bangtails (Floor Sample)	495.00

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Exclusive Northern California Distributor for H. C. Evans & Co.

WASHINGTON, D.C.

Reported by
ROY S. RAMSEY, JR.

FTC Actions

Following a long lull in the Automatic Canteen case, Federal Trade Commission is again taking potshots at vendor-supplier relations. The Commission has filed complaints against ten candy and gum manufacturers, charging violations of the Robinson-Patman Act. Although complaints were filed individually against each of the ten manufacturers, identical charges were made.

FTC alleges each supplier has made discriminations in prices, services, and facilities, as well as making unlawful payments or allowances of brokerage fees. In most of the complaints the discriminations are alleged to have been made "primarily in favor of concerns which sell through vending machines."

FTC said that the effect of the price differentials involved has been "to substantially lessen competition and to tend to create a monopoly in the manufacture, sale and resale of candy and confectionery products."

Among allowances for "services and facilities" allegedly made only to favored customers, the complaints list the payment of discounts "alleged to be equal" to the amounts saved by elimination of the 24-count package and the substitution of the 100-count or larger package; elimination of printing or advertising on the packages; elimination of the regular salesman's commission or other merchandising or administrative costs by substitution of orders sent direct to the home office; and elimination of returns for damaged, stale or unsalable products.

Preliminary hearings were slated to begin in FTC offices on June 21, running until July 15. FTC's case is in charge of trial attorney, Austin Forkner, who is also handling the Automatic Canteen case—a separate action. A decision in the latter case is expected shortly. Canteen is accused of "knowingly inducing and receiving" unjustified price differentials from its suppliers.

In still another candy case, FTC slapped a cease and desist order on the Walter Johnson Candy Co., Chicago, forbidding the firm to sell confectionery to one vending company at prices less than those charged competitors, unless lower prices can be justified by differences in the cost of doing business with the preferred firm. Canteen was mentioned in the order as being one vender which received prices as much as 40 cents less per hundred-count for "Heavyweight" bars. According to FTC, the candy firm admitted the allegations made in the original complaint and waived the usual hearing procedure.

No Congress Action

The wind-up of Congress finally put the official finish on the Scott Bill, and music operators can relax until the new session. The measure to end phono exemption under the Copyright Act is sure to pop up again in the new Congress. The entire session, after a fiery start, shaped up as a do-nothing one as far as Coindom is concerned. The Kearns Bill to jack up prices on commercial records was "still born," and after all the talk on the Hill about James C. Petrillo, the head of the American Federation of Musicians, escaped unscathed.

Just before adjournment, Congress passed a bill putting a sales tax on most retail business in the Nation's Capital. As the tax amounts to only a penny on sales of 14 to 50 cents, coin operators got off lightly. Cigarette vendors which regularly dispense smokes at 18 cents are about the only machines affected—the others operating chiefly on nickels and dimes and left untouched by the tax.

Federal Revenues

April tax collections on coin machines amounted to $258,442 as compared with collections of $265,682 the previous April. The $41,300 taken in from the tax on bowling alleys and pool tables was some $6000 less than was collected in April, 1947. Disc collections showed a healthy pick-up, however, amounting to $957,105 as compared with $822,336 for the previous April.

Commerce Department reports that there are more motels, tourist homes and the like in operation this summer than for any summer in history. Commerce estimates the increase to be some 12 per cent above last summer. Total tourist travel is also expected to set a new high before the season is over.

Representing the year's first decrease, manufacturers' dollar sales of candy in April were off 2 per cent from April of last year and down 17 per cent from March, according to Commerce Department's monthly candy report. Commerce pointed out that April marked the first time since June, 1946 that dollar sales for the month failed to register a gain over the corresponding month in the previous year. Total sales for the first four months of 1948, however, were still 8 per cent above the same period in 1947. Estimated April sales were valued at $62,340,000. The March estimate was $74,729,000.

Wholesale value of penny scales shipped during the first four months of the year was just over the three million-dollar mark. Commerce Department says the sum represents the highest four-month figure since the Department started keeping such records in 1940.

The Review Calendar...

Important Dates

July 4 —Independence Day.
July 5 —Legal holiday for July 4.
July 25-31—National Farm Safety Week.
July 30 —National Joseph Lee Day.

Conventions

July 25-28—Southern Candy Wholesalers, convention and exhibit, Louisville.
Aug. 9-12—International Apple Assn. convention, New York.
Aug. 18-21—National Food Distributors Assn., Chicago.
Sept. 17-18—NAMA Regional Meeting, Region II, Syracuse, N. Y.; George Seedman, Chr.
Oct. 25-27—International Assn. of Ice Cream Manufacturers, Atlantic City, N. J.
Dec. 4 —CMI Health Bowl Game (tentative date), Soldier Field, Chicago.
Dec. 13-15—National Assn. of Pop Corn Manufacturers, Sherman Hotel, Chicago.
Dec. 12-15—National Automatic Merchandising Assn., Palmer House, Chicago.

Automatic Vending

A MAGAZINE DEVOTED TO VENDING MACHINES AND OTHER SELF-SERVICE EQUIPMENT

★ ★ ★ ★ JULY, 1948 ★ ★ ★ ★

MERCHANDISE . . .

From now until November the question of prices on foods will be so hotly debated in the national political campaign that consumers may even become muddled at times and wonder whether prices are going up or down.

At the moment, the whole food price picture seems to be hanging in the balances while experts debated whether there will be a real price decline in the food field. In the column on INGREDIENTS it would appear that price trends are upward on more items used in making merchandise than are showing declines.

Enough price reductions have recently been made on candy bars to make the picture interesting, and chewing gum makers have also been able to take a definite step in reducing prices on their product. The ice cream trade is marked by frequent reports of regional price increases.

Dry weather in May and early June began to threaten the widespread hopes that a bumper year for all farm crops would bring prices down gradually. Experts now say that even a big crop year will not bring prices tumbling down since the major crops are bolstered by government price supports; any adjustment downward will be gradual, the experts say, rather than a sudden breaking of prices.

By the time this issue reaches our readers, crop news will likely be major news for all consumers for two months at least. One peanut growing area has already reported only a 75 per cent crop, due to weather, and that shows how even vending merchandise can be vitally affected by the current crop season.

The vending trade is directly interested in reports on new crop of peanuts and pop corn, while interest in other crops is more indirect.

If any of the 16 or more merchandise products commonly reviewed in this column are in the news limelight, it is probably candy bars. News relating to most merchandise is currently routine.

EXPAND with New Machines

Stoner Announces New General Mchdse. Vendor

AURORA, Ill.—Versatility is the keynote of Stoner's new *Model 80 General Merchandise and Sandwich Vendor* which handles sandwiches, cookies, doughnuts, as well as packaged foods, odd-sized articles and many accessories.

"Bip" Glassgold, sales manager for Stoner Mfg. Corp., declared that the *Model 80* is particularly welcomed by industrial plants, especially those maintaining 24 hour shifts, and that it makes an excellent companion unit for use with beverage vendors.

All features of the *Univendor* line are incorporated in the new machine, including merchandise selectivity, which permits vending in any three combinations of 5, 10, 15, and 20 cents. Quarter mechanism, which vends any three combinations of 25, 50, 75, and $1.00, is optional at a slight extra cost.

Drink Vendors Move to Outdoor Spots

NEW YORK—Officials of Drink-O-Mat Industries Corp., returning from visits to operators around the country, disclosed that several firms using the 1000-cup *Drink-O-Mat* soft drink vendor have made seasonal shifts of equipment to busy spots where the summer crowds will gather for the next few months. In some instances, price of drink has been upped to a dime.

Down in Georgia, the Merchandise Vending Corp. of Atlanta, which has an extensive route that includes a number of high school sites, has moved several vendors to amusement parks and swimming pools. Similarly, the Cliquot Club Bottling Co. of Vermont, located at Burlington, which has a separate division operating *Drink-O-Mats* in colleges, has made arrangements to spot machines on the summer steamboats which cruise on nearby Lake Champlain.

. . . and now—

Two bright fellows from upstate Wisconsin, Al Doerr and George Mayer, have something new in the automatic coin vending machine business, a bait machine that delivers a dozen minnows or angleworms for 25c.

Supreme Court Rules on Price Discrimination

CHICAGO — Trade channels in various supply industries have been busy in getting legal interpretations of a decision of the U. S. Supreme Court (May 3) which promises to go far in changing practices in allowing price discounts on large orders.

Several months ago, when candy jobbers applied pressure on the Federal Trade Commission to speed up a settlement of the charges of price discrimination against several candy manufacturers, in selling candy to Automatic Canteen Co., AUTOMATIC VENDING called attention to the important cases involving price discounts that were already headed for a decision by the Supreme Court. It was pointed out that the decisions, when made, would set precedent for many supply industries.

Some of the pending cases were that of the Morton Salt Co. and also the Atlantic & Pacific Tea Co. The recent decision involved clear-cut points of price discounts on large orders by Morton Salt Co.; the A & P case still pending is understood to involve questions of advertising allowances as well as price discrimination. Both points are of special interest to the vending machine trade.

The independent retail trade has hailed the recent decision on discounts for big orders, regarding it as a decision in favor of small outlets and against the large chains. It is not known yet whether the decision will have any effect on the "3-for-10" candy bar sales in chain stores.

The Morton Salt decision is said to mark a new milestone in the enforcement of the Robinson-Patman Act and will have sweeping effects on the sales policies of many manufacturing industries. Manufacturers are now busy in deciding on just what trade discounts may be allowed under the federal law.

In the Morton Salt case, it was established that the firm sold its product directly to jobbers who sold to retail stores, and that the manufacturer also sold to large retailers, including the chains. The firm had a graduated scale of price discounts on quantity orders, and also gave discounts on cumulative orders over a year.

Evidence showed that only five chain stores had actually been able to buy at the

AUTOMATIC VENDING IS THE INDUSTRY'S FIRST PUBLICATION DEVOTED EXCLUSIVELY TO COIN-CONTROLLED VENDING DEVICES

top discount rate and it was this fact that weighed heavily with the high court. The court said that, while the discounts theoretically were available to all, actually they were not.

Among the decisive points suggested by the decision are the following:

1. The court greatly strengthened the hand of FTC by declaring that the agency is not required to prove that discriminatory prices have actually injured competitors. The burden of proof is on the seller; it appears that FTC need only prove that actual price differences exist among a firm's customers and then it is up to the seller to prove there is no discrimination. Many firms have in recent years challenged the power of FTC on the basis that it must prove more than mere price differences.

2. The high court declared that the Robinson-Patman Act was passed by Congress for the specific purpose of preventing a large buyer from securing a competitive advantage over a small buyer solely on basis of quantity purchases.

3. In order to give discount advantages to big buyers, the seller must prove that his costs are diminished due to quantity manufacture, delivery or sale. And the burden of proof is on the seller; standard accounting records must show the cost savings.

4. The court specifically pointed out that carload lots do not merit special discounts, since special discounts to big customers may harm small customers unable to buy in large quantities.

5. It would appear that a manufacturer may make different quantity discounts to different classes of customers, provided the different classes are not in competition. Thus, a distributor may get a different quantity discount than a retailer if the wholesaler does not sell in competition with retailers. It would also appear that, since chain stores compete with some types of vendors, then the operators of vendors may have a just complaint on merchandise like candy.

6. If a manufacturer wishes to show favor to good customers, it appears he can use gifts or premiums, provided they cannot be resold by the customer.

It should be kept in mind that legal authorities are still at work on interpreting the new decision, and that it is likely to cause a complete revision in manufacturers' pricing systems.

That chain stores are taking notice is seen in the fact that one big chain accepted an anti-trust fine on May 3 without contest. The chain had been accused of underselling competitors in given areas in order to drive the competitor out of business. The chain had also bought up enough small independent outlets in given areas to control the area.

The power of FTC has been greatly strengthened by the recent decision, and this will arouse opponents of FTC to urge Congress to rush through legislation that would limit the powers of this agency.

There were also bills before Congress favoring independent retailers; one of them is known as the "Independent Merchants Act" (S. 2227). This bill would allow quantity discounts only for delivery of quantity orders to one place; it would ban graduated discount scales that favor chains and also ban discounts on cumulative sales over any fixed period. It would also prevent a manufacturer from competing with his own customers.

Co-Founder of Ad Agency Dies

INDIANAPOLIS—Merle Sidener, chairman of the board, treasurer and co-founder of Sidener and Van Riper, Inc., passed away recently. The firm handles the advertising of Packard Mfg. Corp.

Good Opportunities for Live Wire Bulk Venders

SAN FRANCISCO—The "weak sisters" in bulk vending are being weeded out and there are a lot of good locations available for live wire operators, Viking Specialty Co. reports.

"There are many small routes for sale," Don H. McClinton, Viking partner, states. "Also, there are many bad machines off location and in garages. That is good for the good operator because locations are becoming available to him. If he has the initiative and courage to stick with it, he will do well. We saw an example of that about three weeks ago when a good operator took over a 200 machine route that was owned by a man who had no initiative. He increased the gross take of the route by 50 per cent in ten days without moving a machine."

The Revco ice cream vendor continues to make healthy forward strides in Northern California. Viking, who are exclusive distributors in this area, conferred with Bob Blaine from the Revco plant, who spent a few days here in mid-June.

Operators Vending to Add Another Work Shift

LOS ANGELES — Operators Vending Machine Supply Co., whose plant is now on a one-and-half shift basis, will soon put on another shift to meet demand for panned confections, bubble gum, licorice lozenges and candy-coated peanuts.

"Since February 1943 we have always run behind on our orders and we're adding the extra shift to enable us to catch up," states Sid Bloom, partner of the firm.

Once-Overs—Bloom flew to Kansas City and drove back the '46 Cad damaged in a highway accident on December 17. It cost the insurance company $1800 to repair it. On returning home, he sold his '47 convertible Cad . . . He did it once and he's trying to do it again: Partner Sam Weitzman is out at the links practically every day trying to break 100 . . . The unveiling of Mrs. Sid Bloom's face after a plastic surgery job on her badly scarred chin took place June 15. The Bloom family are now ardent boosters of plastic surgery.

Buchen Prexy Arrives in Africa

CHICAGO—Combining a big-game hunting expedition and business visits with his export associates, Walther Buchen, head of Buchen Co., Seeburg advertising agency, has arrived in South Africa for a six months stay.

NOW! CRYSTALETTE COIN TIMERS

STEEL ENCASED WITH PICK-PROOF LOCKS!

for COIN RADIOS, WASHING MACHINES

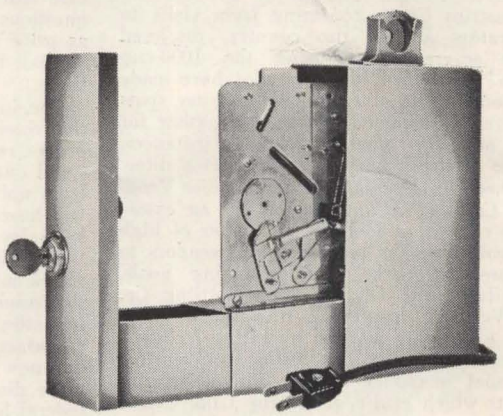
Easy to install in any standard radio. May be either mounted in cabinet or mounted on wall and wired to radio. No lock back door necessary. Mechanism and coin box completely enclosed in 18-gauge steel case, protected by pick-proof lock.

Washing machine installation equally simple. May be used on any washing machine. Shielded coin receiver protects mechanism from moisture.

All cases baked enamel.

Electrically operated. Completely automatic. Impossible to jar into operation. Only four moving parts. Twenty-five cent operation. One to five quarters. Intervals may be set from 1 minute to 2 hours. **10-Cent Timers Available on Request. Timers adapted to other coins on special order.**

Over-all dimensions, 7⅝x4⅜x2⅝.



RADIO TIMERS
$10.50 Each, Complete
25c Operation
$7.50 Each, without Case
25c Operation

WASHING MACHINE TIMERS
$18.75 Each, Complete
25c Operation

"Makers of Precision Coin Machine Equipment"

CRYSTALETTE MUSIC CO., Inc.
Coin Mechanism Division
1521 West Anaheim Long Beach, California

BUILT for OPERATORS

Northwestern

WORLD'S BEST BULK VENDERS

Designed and built to meet the demands of experienced operators, *Northwestern* bulk venders are generally recognized as the world's best! Famous for dependable performance, long life, and trouble-free service, these rugged machines are real money makers from the start. Make sure of your investment —insist upon *Northwestern*. Write for the name of your nearest distributor.

THE NORTHWESTERN CORPORATION
83 EAST ARMSTRONG ST.-MORRIS ILLINOIS

Dog In Kennel Debuts In Denver

DENVER—A new industry is now getting into operation in the Denver area, called Dog in a Kennel, Inc., something new in a hot sandwich vending machine. It was invented by Clinton H. Holt, a Denver engineer, formerly of McPherson, Kansas, who has spent around 18 months in research, and the operation of pilot models for seven months.

The machine is now in production and going on the market. The first run of machines is being manufactured by Morton & Peabody here, who will work with the company.

The machine is similar to a cigaret machine in operation. The sandwiches are placed in a specially devised fiber box which has eight small perforations and is resistant to heat and steam. The skinless "dog" is taken out of its blanket when the "kennel" is opened. One of the big packing companies has devised this frankfurter especially for Dog in a Kennel machines and has put the chili con carne flavor in it.

Working parts of the machine are sealed against steam leakage and entrance of vermin, and temperature is controlled by thermostat. Steam is provided by four gallons of water heated over electrical unit and all is enclosed in noncorrosive aluminum.

The machine holds 100 "dogs" and the customer is assured that his sandwich is at 145 degrees fahrenheit, as though right out of the oven.

To operate the machine, drop two dimes in a slot, pull a handle, and your hot-dog comes steaming out.

Dog in a Kennel, Inc., consists of Holt and his associates, most of whom are former Kansas farm boys. Officials are William Carroll, formerly of Seneca, Kansas, corporation president; Clinton H. Holt, vice president; Donald R. Harlan, treasurer; and Lynn Nelson and Charles R. Taylor, other board members. Nearly all are war veterans. An organization has been set up to sell the machines throughout the nation, for use in taverns, drug stores, bowling alleys, office buildings, industrial plants and wherever people gather.

The sale price of the machine is $325 and an important feature of the contract is that the operator agrees not to allow any food to remain in the machine for more than 24 hours at a time. Distributors are to enforce this agreement. Violation will mean forfeiture of the franchise. Buns and frankfurters will not be bought from the corporation, but from servicing agencies. Every "kennel" must be dated when put in the machine.

The Denver Tamale Manufacturing & Supply Co. is the first customer, who will put 100 of the machines in Denver establishments. It is said that the frankfurters going into the machines run only nine to the pound, whereas most over-the-counter "dogs" run 11 or 12 to a pound.

The members of the corporation plan further expansion. They are not only working on portable models, gas-heated for carnivals, fairs, football games and other outdoor entertainments, but also aim for complete and compact restaurants without cooks, waiters or cashiers. Under consideration is a machine which will sell four kinds of hot sandwiches, tamales, cartons of hot chili, boiled eggs, corn on the cob, etc. The main objective will be to serve complete, hot meals from machines in industrial plants. Such dispensers will necessarily be much larger than the current small models.

NAMA Slates Upstate New York Meet

NEW YORK—George Seedman, secretary of the Rowe Mfg. Co. and chairman of Region II, National Automatic Merchandising Assn., is busy lining up a program for the group's semi-annual regional meeting which will take place in Syracuse, N. Y. on September 17-18. Choice of the upstate locale is expected to attract a larger group of northern New York operators who were unable to attend the March session held in New York City.

Named to an arrangements committee which will work out the details of the two-day session are Earl Mann of C. C. Bradley & Son, Inc., cup vendor manufacturer; Harmon S. Reid, Automatic Canteen Co.; and Jack Gage, Syracuse Cigarette Service.

Among the upstate contingent who will be on hand are John Burns, Fort Orange Vending Co., Albany; Leo Rosenzweig, Ace Cigarette Co., Utica; William Shick, Spencer Vending, Rochester; Frank Slawson, Binghampton Tobacco Co., Binghampton; and Dave Solomon, Joy Automatic Co., Elmira. A large group of New York City and downstate operators and manufacturers will also attend the meeting.

Pencilled-in for discussion is the NAMA program of a uniform accounting system for operators, while the program will also include several speakers and the standard roundtable candy, cigarette, and beverage panels.

To Vend Nylons

NEW YORK—Jules Levy, eastern sales representative of Lehigh Foundries, Inc., who has been supervising field tests of nylon hosiery vending machines here since last November, has formed the Miracle Automatic Sales Co. to operate the units permanently in the N. Y. area.

Lewis E. Johnson Now Vice-President of Douglass

OAKLAND—Typifying the high-type of business man now becoming a part of the Coin Machine Industry is Lewis E. Johnson, new vice-president and general manager of the Douglass Automatic Shoeshining Co. Johnson, who works out of Los Angeles, has had 30 years' experience in all phases of merchandising, sales and executive work. He is enthusiastic about the *Douglass Automatic Shoe Shiners* and feels that the new improved Model *B*, now available, is the finest shoe shine machine ever manufactured.

The June issue of *Popular Mechanic's* ran an article and picture of the Douglass machines, and the tremendous interest that ensued swamped Douglass headquarters with inquiries from every part of the United States and foreign countries as well.

Set Production On 5,000 Pop Corn Vendors

NEW YORK—Ever Fresh division of the Linco Tool & Machine Co. announced a production schedule under which it plans to turn out 5000 pop corn vendors by the end of the year.

Machine, of the warmer-type, occupies 2¼ sq. ft. of floor space and is 5 ft. tall, topped by a plexiglass dome. Exhibited at the CMI show, the *Ever Fresh* holds 6 lbs. of pre-popped corn, equivalent to 60 ten-cent bags.

Linco Tool, the parent organization, is a new entrant in the coin machine field, having specialized in metal pressing work at its Watertown, Mass. factory. Enterprise is headed by P. J. Lindstrom, with Nat Jones as sales director. Modern Vendors has been named New York distributor.

Merchandising plans call for setup of pre-popping plants, which will supply popcorn to operators.

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Competition Nil; Field Uncrowded In Ice Cream Vending

by Walter Hurd

The warm season again invites attention to opportunities in ice cream vending and also the progress that is being made in this field. Use of vendors to sell ice cream still remains practically a wide open field and expansion in the use of such machines is being made on a conservative basis.

Experience up to the present still indicates that the individual operator does best in operating ice cream vendors. Operators usually start with five or ten machines and expand to 20 or 30 vendors; routes of 50 machines are still in the minority.

A presentation of the opportunities in ice cream vending, and some suggestions on operating methods, were given in an earlier review of the field in the December issue of AUTOMATIC VENDING, page 17. The general ideas in the article on opportunities still hold true.

Methods of operating ice cream vendors are fairly well stable and the best ideas can be had from makers of the machines. There are operators in the large cities and fairly well scattered over the country now, who will be glad to advise newcomers in the business. Since the field is not crowded yet, present operators are glad to share experiences.

Men who consider entering the field, and operators already in it, find that entering into the ice cream business leads into a merchandising field that is immense in its coverage and in the development of merchandising ideas. The operator who expects to succeed with vendors should certainly try to get into the swim and adapt some of the general ideas to his own selling game.

There is probably no other merchandise supply field, open to vending machines, that has so many trade associations, so many agencies doing research, so much effort being put to finding new merchandising methods, so much information available, as the ice cream business. It is a big industry in itself, with possibly a half dozen national trade organizations, and then back of it all and boosting ice cream in every possible way is the big national dairy industry.

So, the small operator of ice cream vendors gets into big company and to some extent finds his own sales rising and falling as the general level of ice cream sales go up or down. Season has much to do with ice cream sales and operators already in the field almost invariably mention weather as the chief item in determining sales. As to seasonal and weather influences, the ice cream industry itself has had the ups and downs of this factor charted time and again, and with all the accuracy that it is possible to check sales. Thus, an operator who comes into the business can get all this information cut and dried for him, if he wants it.

The most encouraging thing about the ice cream vending field at present, in addition to its not being crowded, is the fact that producers of the merchandise want more outlets, have plenty of merchandise, are spending big sums to boost ice cream sales, and will encourage the vending machine operator.

Production of ice cream vending machines at the present time is limited and that assures the new operator he will not be rushed by competition. The Revco vendor is so well known to our readers that it need not be described in detail. There are currently about five new vendors for ice cream bars that have been announced to the trade recently. Some are getting into production, and one firm announces a proposed output of 5,000 vendors for the year. But under present conditions, the output of machines generally will be limited during the year.

Among the new makes of machines being announced, the trend is almost universally toward machines for dispensing bars. According to operators in the business, there are arguments for each type of merchandise which the new man would do well to consider before getting into the field. Or, as one man in Chicago decided to settle the issue, by placing a machine of each type on test for a period of six months.

The test is really being made by a firm that is classed in the ice cream trade as a manufacturer-retailer, making its own brand of ice cream to sell. Tests of the ice cream vendors are being made in factories and also in office buildings, the machines having been put out last November. Most recent report is that the firm wants to test the vendors during the entire summer before giving a final verdict.

The firm is active in the national trade organizations and the owner was recently quoted in the ice cream trade press on his merchandising ideas. Hence, the test of vendors will be of some interest.

One of Chicago's newest operators has started with two bar vendors in office buildings and eight of the same type in factories. During April he reported his machines making average sales of 30 dime bars per day; he does not consider this a favorable average since machines are expected to average 60 to 80 ten-cent sales per day. The new operator is counting much on the summer months to raise the average for the year.

Operators who have started with machines vending bars say they are not in a position to compare the advantages of their vendors with those that dispense cups. Operators who have had the cup type of ice cream vendor over a period of years have arguments for their type of machine.

Since the purpose of this review is to consider the bigger problems of selling ice cream, rather than operating methods, it can be pointed out that the ice cream industry itself puts much stress on expansion of markets by increasing the output of novelty merchandise, and ice cream bars are considered by the trade as having a novelty appeal. The industry may be expected to increase the variety of bars offered to consumers.

Ice cream in cups is more basic in its merchandising appeal and all retail outlets are now increasing the sale of cream packed in the cup container. The cup goes along with the general idea of boosting the sale of packaged ice cream and the industry is promoting packaged goods in every way possible.

The vending trade will naturally take note of the rapid expansion in the placing of modern self-service ice cream cabinets in drug and grocery stores at the present time. Since the vending machine is a type of self-service, the operator will do well to watch advances made in this field of merchandising.

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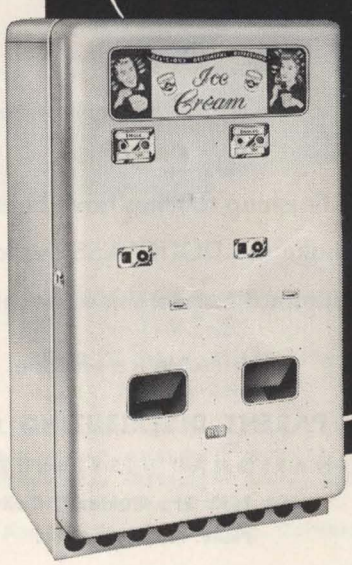

Open up many new locations and make more profits from old locations with Revco Ice Cream Venders. The Revco Duo-Mat (illustrated) dispenses two flavors at a time ... holds up to 226 cups and spoons ... and keeps the ice cream at just the right eating temperature. Maintenance on the hermetically sealed refrigeration unit is negligible. Trained refrigeration man is not required. Both this model and the Mono-Mat, which dispenses one flavor and holds up to 121 cups and spoons, have penny refunders for odd prices as regular equipment.

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In its many research projects to discover why and how people buy ice cream, the industry has learned that about half of the total number of customers buy on impulse and get the cream where it is convenient. Brand preferences come secondary to convenience.

Nearly one-third of the ice cream for take-home use is sold by drug stores and the chief reason given for patronizing the drug store is convenience. Ice cream for home consumption puts the grocery second in point of volume but grocery stores are rapidly increasing their total volume and may soon rival drug stores. The specialized ice cream store gets only about 10 per cent of the take-home trade, probably because the total number of such stores are limited.

The take-home trade may be viewed by the operator of vendors as increasing the general taste for cream, and home consumption would not be likely to compete in any way by reducing the appetite of people at the factory or office for the product. The industry has learned through its surveys that buying ice cream is largely a matter of custom or habit for the average person.

Some operators of long experience in the vending field have said that each person has a taste for candy, or for soft drinks, or for ice cream and that the taste gets to be a habit. Thus, if vendors for ice cream, candy, soft drinks, etc., were placed alongside each other on the same spot, the special "taste" of the individual would decide which product the consumer buys.

As far as the writer knows, the percentages of choice in such a situation has not yet been worked out. A Chicago operator is working on the idea; in one of the large industrial plants of the city he has set up a battery arrangement of machines, with four ice cream, three soft drink and two coffee vendors alongside each other. He is waiting for the summer season to see what shows up in the patronage of such an arrangement.

The ice cream experts will tell the operator that patronage of his machines gets to be a habit because people buy ice cream as a matter of habit. This would suggest that locations that cater to transients might not do so well, but that trade should steadily increase in factories and office buildings as long as employment remained stable.

In selling ice cream, the merchandise experts do not put as much stress on brand names as in cigarettes, soft drinks or candy. There are widely advertised brands but it has been demonstrated in city after city that a local brand can establish a reputation for quality that will compete with big names. Merchandisers say that the average customer comes to recognize quality in forming a taste for ice cream and that he will look for that quality, whatever the brand may be.

Operators who sell cup ice cream usually buy a well-known brand; most of the machines for dispensing bars are sold on a franchise plan and brand name of merchandise is a part of the plan. However, bar vendors have been announced in which the operator can place any brand of bar he prefers.

The operator who begins to study ice cream merchandising will soon recognize that the industry has some mighty big problems at the present time. Some of them mean opportunity for vendors, while others are a handicap to vending.

1. The big trend to sell ice cream in packages, cups, and in bar form is a decided advantage to vending. One expert predicts that soon as much as 80 per cent of all ice cream will be sold in a package or cup.

2. National consumption of ice cream has been declining since 1946; output for the first part of this year was about 20 per cent below the same period last year; and the ice cream trade does not yet know the cause, or when the decline will end. This calls for new merchandising ideas and means a welcome for vendor outlets.

The decline is not a cause for worry to operators, because the annual consumption is still above the prewar average, and per capita consumption in 1947 had increased 106 per cent above the five-year average before the war.

3. The ice cream industry is worried about future supplies of ingredients because the national production of milk and butterfat is declining and threatens to keep falling for a few years yet. This concerns the vending operator only because of its influence on costs.

4. The most serious problem which the ice cream trade faces now is that of rising costs, and that is also the most serious problem of the operator who buys and sells ice cream. At the time this review was prepared, four of the major producers of ice cream had recently increased the wholesale price on their merchandise. This cuts down the margin for operators. Manufacturers of ice cream say costs of cream and butterfat had climbed 27 per cent over last year already, and cream represents about 75 cents of the ingredient dollar in ice cream. Labor costs are also still advancing. So the outlook on cost of merchandise at present is not so encouraging.

It does increase the advantages for the individual operator, however. One of Chicago's best known operators of ice cream vendors, really a firm, has recently sold all vendors to individuals. The reason was advancing costs of merchandise, and other costs, which an individual can cut down. But a firm has certain fixed costs which cannot be controlled, so the machines were sold

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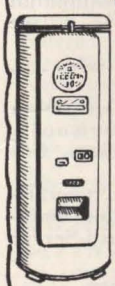

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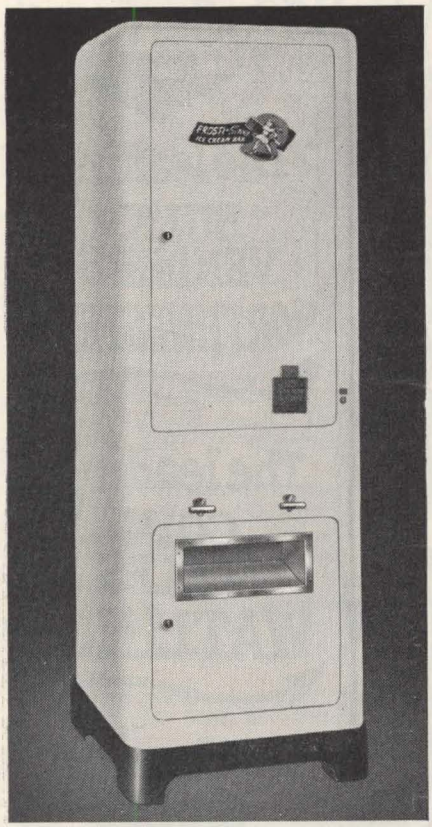

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to individuals and the most recent report is that the individual operators are making a good business of it.

The firm's manager offers this hint to operators: although cost of merchandise increases, the customers resist a price increase of even one cent on ice cream sold through vendors. Patrons of ice cream vendors get the habit and they quickly show displeasure at price increases.

Reports do suggest that individual operators can make a profit, even with the present high costs—and there is the definite hope that inflation will run its course eventually and then the present operators will have the best locations.

Next to fighting high costs, the operator will find himself in the midst of beating the seasons. All ice cream outlets have it and it comes to the operator. Fortunately, ice cream sales begin to pick up in March and rise for about six months. But the winter decline also comes around.

An operator of long experience with other types of merchandising machines also has seven ice cream vendors in one of the nation's well-known industrial plants near Chicago. He gave the following report on how the cold months begin to cut sales: for Oct. 1947 total sales for the seven machines were about 10,000 cups; in Nov. the total dropped to 9,000 cups; and for Dec. the total was 7,000 cups.

This is one of the perpetual problems of the business and merchandising experts in the industry are trying every possible idea to keep a high level of sales during the colder months.

If any operator is interested in the data that has been collected on the effects of the seasons on ice cream sales, he can get books on it. Last year the International Assn. of Ice Cream Manufacturers published a record of 1946 sales of ice cream, with details for the various states and regions, temperature data, weather records and everything. It is a part of the big national campaign to get people to eat more ice cream.

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SAN FRANCISCO

Mehren Makes Illinois New Coin Pitch

CHICAGO — Publicity for new small coins accumulates as Edward W. Mehren carries on with what is sometimes called a one-man crusade for 2½, 7½ and 12½ cent coins. Mehren, president of the Squirt Co., is attending state conventions of bottlers to advance his ideas.

He demonstrated his ability at getting publicity by appearing at the convention of Illinois bottlers here with a live buzzard.

Mehren says the new coins would mean big savings to consumers because they could then get many items for 7½ cents instead of a dime. Coffee is used as an example.

Sellers of soft drinks, candy bars, gum, ice cream, coffee and other small items would also profit by the new coins because they could increase prices of five-cent items to a more reasonable level.

Newspapers here made a quick survey of retail stores and found a big percentage of retailers opposed to the idea.

Mehren has said the vending machine trade would welcome the new coins. A 15-cent coin and even a 7½ cent coin has been mentioned in coin machine circles in years past, but there never seemed any likelihood that the coins would be made. U. S. money is based on a decimal system and the odd value coins would disrupt the system.

Many people in the vending trade have argued that a greater variety of coins would increase the use of slugs, and would also necessitate changes in coin mechanisms. At the present time, in a period of inflation, there are many advantages that can be claimed for the new coins, but a big majority of the people hope that inflation will not last much longer. In normal times, the need for additional coins would not be so evident.

New Ice Cream Vendor Announced

NEW YORK—*Choice Master*, a new six-column selective ice cream vendor is slated for production by National Servitors, Inc. of Little Falls, N. J., recently organized manufacturer-distributor.

New dispenser is geared to dime operation, and will hold up to half a dozen different flavors or varieties, with 20 units to a column. Machine can be used to dispense 120 vari-sized ice cream novelties, such as cups, bars, sandwiches, etc. Vendor stands 70 in. high, 30 in. wide, and 25 in. deep, item.

Unit is the fourth ice cream vendor to be announced in recent months. Principals of National Servitors are J. W. Lauricella and Irv Kangun.

Spacarb Appoints

NEW YORK—Adding to its growing roster of franchised operators, Spacarb, Inc. recently licensed four new soft drink vending firms.

Two of the concerns are in the New England area, which has a heavy concentration of industrial sites. Vend-O Sales Corp. will operate in territory around New Haven, Conn. Principal is Charles Berney, formerly active in the liquor business. Over in Lowell, Mass., B. E. Matson will head up Spacarb of Lowell, Inc.

In Michigan, Guy Graham has formed the Graham Beverage Co. to operate Spacarb equipment in Kalamazoo. Don Willis, an ex-football star, has been franchised for York County, South Carolina.

Regional Business Reports

By REVIEW REPORTERS

Summer Is Here

June ushered in the summer quarter of the year and most trade reports deal with some phase of summer business outlook. Tourist trade is the major topic for the summer months and June reports were generally favorable, or looking forward to a big season.

Heavy tourist trade promotions were under way in May and June, waged by travel agencies, state governments, hotels, etc. Operators gain in many areas, but on a national scale music and games probably drop as outdoor spots take away from the locations in cities. High employment levels are expected to keep vending machine patronage up, except that single vacation plans will close many factories for a period during July and August.

Most definite reports on tourist beginnings came from gasoline trade; because the oil industry is watching for gas shortages. Memorial Day was rainy in East, with travel cut considerably; Midwest area had good weather and no gas shortage was reported as travel made a good record. Coin machines of all types lost trade in the cities as people went for trips on the Memorial Day weekend. Cool weather seemed to last in many areas into June.

Some reports began to show up, which gave an optimistic slant to music. Stress is being placed more and more on music merchandising programs in Philadelphia, Cleveland, Washington, D. C., and other places. The idea is being advanced that music may be able to stage a pickup, through better merchandising, by September. Unfortunately, government reports began to show a new drop in tavern trade beginning in April.

Some reports suggest the usual summer decline in candy vendor sales. All kinds of reports suggest cigarette sales continue at a high level. Popcorn vendors seem to be leveling off for the season in consumer sales. Most prolific news in vending trade is the expansion in soft drink vendors and this will continue through the summer. Milk vendors are becoming more prominent.

Stimulation due to the war and defense program shows up in some areas and probably will become more evident by early fall. Arcades get more mentions now that summer is on, and even penny scales show the usual seasonal pickup.

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BUSINESS BAROMETER

JUNE 1948	GENERAL BUSINESS	AUTO. PHONOGRAPHS	AMUSEMENT GAMES	ARCADES	BEVERAGE VENDORS	CANDY VENDORS	CIG. VENDORS	POPCORN VENDORS	OTHER VENDORS	SCALES
Chicago	N	N		N	A	N	N	N	N	
Cincinnati	N	B	B	N	N	N	N	N	N	N
Columbus	N	B	N	N	N	B			N	
Denver	N									
Los Angeles	N	B	B	N	N	N	N	N	N	
New York	N	B	B	N	N	N	N	N	N	
Pittsburgh	A			A						
St. Louis	B									
Seattle	B		N			N	N			
Spokane	B	N								
Wash., D. C.	N	A	N	N	B	B	N	N		A

N—NORMAL
A—ABOVE NORMAL
B—BELOW NORMAL

Reports of our correspondents in the various trade centers follow:

Chicago

The business outlook is normal for the season; Bureau of Labor Statistics' report that two million workers in the U. S. were caught in layoffs in April emphasizes the favorable condition in the Chicago area which probably had fewer layoffs than other big industrial areas. Normal tourist trade seems to be getting under way for the season.

June brought an extra number of conventions, three of them at least of interest to branches of the coin machine trade, but July and August will bring few trade meetings.

Commercial phonograph business can be reported as normal for the postwar adjusted period, with the exception that sports broadcasts cut play to some extent; operators differ on percentage loss. Tavern traffic is down, in keeping with a national trend. Actual situation in music field seems to be that play has about completed its cycle of leveling off from the war—or operators hope the adjustment has been completed. Smaller output by manufacturers has relieved the pressure of new machines.

Annual convention of retail music merchants brought record manufacturers to the city and many music operators visited the displays; *Retailing Daily* suggested co-operation between music operators and retail record trade in boosting recorded music.

Pin ball is still illegal and local trade has been much interested in recent legal developments in New York City; distributors report June sales showing a good increase above poor sales in May, the increase probably being due to resort area business. Manufacturers of games continue with normal rate of new numbers.

Arcades have shown normal increase in business for the season; too early to judge real summer tourist traffic yet.

Placing of soft drink vendors is still at a high level; bottled Coke vendors in chain super markets showing up most conspicuous. Owner of an exemplary cup route says sales are off in theaters, due to decline in attendance; industrial locations are holding a good level.

Candy vendor sales continued normal into June, as extreme hot weather was delayed. Some mixed reports are showing up, but the high level of factory employment seems to be a decided aid. Candy jobbers held annual convention here in June and revealed some facts about prices and supply, both showing a favorable trend. Candy jobbers from all over U. S. reported higher dollar volume but smaller profit ratio. Some big candy plants here running about three days a week.

Cigarette vendors illegal in city; nearby areas report good sales in vendors.

Pop corn promotions seem to be leveling off and operations are showing about normal sales.

Shoe shining and coffee machines seem to be getting into the most recent promotion limelight here, with some distributing firms very active in pushing the machines. A new 4-flavor soft drink vendor (cup) was shown for the first time by manufacturer (Crown Implement) here in June.

Cincinnati

Several operators of music and games routes reported business slightly better than last month, although most distributors do not agree with this wholly. When most of the amusement buying public is seeking the great outdoors, tavern play can be expected to slump.

At least four large operators are realizing gratifying revenue from the supplying of games and automatic music to churches, fraternal organizations and carnivals for open air attractions. This season has already been launched and the men enjoying such trade are very busy.

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nati proper, operators of these two kinds of devices were faced with a new State vending license as of July 1. However, there is a fine point which has not yet been ironed out—are music and games amusement devices, or are they vending machines in the strict sense? If the former there will be no great increase in taxes. If the latter, taxes will be about double, something which the Industry cannot well afford at this time.

Cigarette sales in Cincinnati are increasing at the expected clip in the automatics, and operators expect even better business for the summer months. There is satisfaction over the anticipated passage of a bill requiring cigarette shippers to pay taxes on merchandise shipped to consumers in other states. It is estimated this area loses sales of about 1200 cases per month through this sort of tax-evasion buying.

Kentucky operators will have to pay about $28 per machine, if they read the new law right. This will be a heavy burden on them, as sales, while good, are not as flourishing as in Cincinnati proper. They are making representations to Frankfort to get a favorable interpretation of the statute.

The first cigar machines are putting in an appearance here. There will be an initial installation of 200 automatics, vending Ibold, a local ten-center, and Phillies of national repute. Stern is fathering the new babies.

Candy revenues held up remarkably well during the past month, possibly due to the cool nights. Summer type bars of the better quality, and most of them priced somewhat lower to operators than last summer, are arriving and going into the machines with the first hint of high temperatures.

Soft drinks, while selling fast, have showed a spotty tendency, due also to the cool nights, and to some pre-inventory lay-offs which affected industrial locations adversely. The grand rush for cooling potions had not yet started as this report was written. New cup vendors are not appearing in great numbers.

Chewing gum sales are at least as good as last month, and may be described as steady and firm, for all types, penny and pack.

Patronage is very good at resort and airport arcades, it is reported. These outlying spots are able to offer many types of amusement which are frowned upon by city fathers. Thus, two downtown arcades were compelled to fold since our last report.

The busy season for scales is on, with receipts reported as excellent. A new, lightweight machine is just now appearing. It weighs about 60 pounds, and can be moved from one spot to another with great facility.

Pop corn did well last month, aided too, by the cooler nights but can be expected to slough off when the weather gets thicker.

Nuts are coming in such sub-standard qualities that some operators are discouraged. As a result, some nut slots carry chocolate bits and such merchandise.

The record business got a shock recently, with the closing of one large recording plant near here. The one big manufacturer here reports his charts continue to show upcurves continually. His business is almost exclusively race and folk type and he has been exceptionally fortunate in the selection of numbers. Sales to operators are off, seasonally, with some complaint that the price per record is abnormally high.

Automatic laundry grosses are showing a slow but steady gain. Voice-letter machines showed little gain over last month, but are expected to show upspurts at rail and bus terminals as tourist trade gets into full stride.

Milk vending is becoming more popular and competition is getting keener. Sales are as steady as the industrial picture itself. Pre-inventory lay-offs affected consumption here, too. But, as stated previously, this business is on a very sound footing. Most operators will not consider a location which grosses less than 50 pints daily, and one outfit boasts of putting out around 11,000 pints at about 200 sites each work day. Only one small operator offers half pints. The rest use cardboard pints which sell for 12 cents.

Columbus

A multi-million dollar contract has been awarded the Curtiss-Wright Corp.'s Airplane Division plant here by the Government for jet plane construction, which will mean that the plant will hire more than 2,500 more workers. Since this doubles the present force, it will mean a spurt in local business generally, as well as providing a lot of business for canteen operators at the plant.

The Lustron Corp., builders of enameled steel homes, which occupies adjacent quarters to Curtiss-Wright, is increasing production daily and it looks as though that will mean good news for everyone in the vending machine business hereabouts.

Big crowds are to be found at Buckeye Lake, the central Ohio playground, every weekend and arcade operations there are doing fine. The Norwood Amusement Park in nearby Bexley opened recently and is packing in the customers nightly. The line-up of rides and other amusements for the small fry helps to attract people to the park.

W. D. Bailey, supervisor of the excise section of the Ohio Department of Taxation, advises that May 1948 cigarette tax stamp sales were up $120,914 over the similar period last year. Sales for the month this year amounted to $1,475,378, while May 1947 showed sales of $1,354,464 in tax stamps.

The tax chief reported total net sales of the small two-cent stamps to June 1, 1948 was $6,840,457, as compared to $6,158,855 for the like period of 1947. This increase amounted to $681,612, or a hike of 11.06 per cent.

What effect the suspension of operations at the Columbia Recording Corp.'s Kings Mills, Ohio, plant will have on local record consumption is not known as yet. Employes of the company—600 in all—received vacation pay along with their "pink slips" the first part of June. A. A. Wooley, manager of Columbia Records, said the "sale of records has so fallen off in recent weeks that our other plants (at Bridgeport, Conn., and Hollywood, Cal.) can handle the production." Wooley also said he had no information on the cause of the decline in record sales.

Ice cream vendors are making their way into this area more than has been the case in the past. The most prominent one in Columbus is the ready-made sundae machine, which retails at a dime per cup.

Candy vendors are going into their usual summer slump, with operators pulling the more perishable candy and replacing with jellies and other summertime candy. Cool weather up through mid-June helped hold some of the market. Several new drive-in theaters have opened in this territory, which may help some this summer.

Soft drinks always do well saleswise during the hot weather period and the Fourth of July was expected to mark the real beginning of the season for beverage vendors. Milk machines will feel the buying urge, too, it is expected. Although milk prices here have been rather high for the flush season of milk production, the cost of vended bottles or cartons is constant.

The future of television here is still in doubt, with no stations in this area in operation as yet. Frank Lane, president of the American Assn., with offices here, asserted last week that his group will try to stem

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Columbus Bulk Vendors
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Holds up to 3 machines. 31" high, weighs approx. 20 pounds. No concrete . . . $3.95

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The outstanding precision-built candy vendor on the market. Up to 100 bar capacity. Beautifully streamlined. Priced so you can make a profit . . . $59.50.

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the broadcasts of major league games in areas where such broadcasts will injure minor league attendance.

Denver

It appears that the coin machine business is to be afforded a wide field for expansion, especially now that the vacation season has opened and resort locations are expected to do a record business during the summer months. The June influx of tourists has already begun and numerous conventions are slated for Denver. Six major conventions made a rather heavy schedule of events for the Mile-High city in one week.

Colorado Springs in particular appears to be profiting from the tourist trade this year, especially coin machines in taverns and tourist camps. If the many vacationists planning to come to that city put in an appearance, the place will be swamped during the summer.

Under Colorado law, gambling with "slot machines" or pin ball machines—or with any other form of "pay-off" gambling machines—is prohibited in public places. It is reported, however, that some of the more elaborate machines, which may have cost as much as $2,000 each, have been found in El Paso county taverns and night clubs. There has been some controversy about legalizing of "slot machines" in Colorado, as it is claimed the revenue from their operation would be a considerable amount for the state as well as for the federal government, which receives a $100 yearly federal tax on each of the machines.

New York

Boom in soft drink cup vending finds operators opening a number of new locations. Spacarb New York Distributors recently moved into a number of Warner movie houses, spotting its 1000-cup *Mix-A-Drink* machines in the theatre sites. Drink Dispensing Corp., using *Drink-O-Mat* machines, has two vendors in an open-air fruit-stand site on the Avenue of the Americas, midtown traffic locale, and another in the Museum of Science & Industry in Radio City. A Bradley twin-drink unit was recently placed in a shoe-shine parlor in bustling Grand Central Terminal.

Abundance of pop corn vendors here also has operators busy digging up new sites. Out in Brooklyn a number of machines have been installed in front of neighborhood candy stores. To prevent youngsters from depleting the paper bag supply, vendors carry signs, "Get Bags Inside."

A competitive note has been sounded in the self-service laundry field when one indie concern opened a couple of stores featuring 15-cent washing machines. Move has cut into trade of nearby locations which are holding to the 25-cent fee, but is not expected to precipitate any city-wide price war.

Skedded opening of two more television stations in New York, which increases the variety of video viewing fare, is expected to benefit coin-tele machine operators. Phono play has been hard hit by baseball telecasts, which silence the music machines in about 25 per cent of the local taprooms and taverns.

Monogram Associates, operating *Tele-Juice* canned juice vendors, has spotted machines at La Guardia and Newark airports. Vendors have also been placed in a mid-city drug store and several business houses, including a major Wall Street brokerage firm and an insurance company.

With most candy brands currently selling at 72-75 cents wholesale for a 24-count box, vending machines here are using "name" merchandise. Result has been increased advertising by candy makers with new brands, seeking to prove public acceptance of their bar goods to operators. Candy trade sources here predict that any "break" in cocoa prices will not see a wholesale price reduction but an upping in the size of bars, which have been "shaved" considerably from their pre-war standards.

Seeking to push their product during the hot summer season, several candy manufacturers are featuring so-called "tropical" lines with special coatings to resist chocolate "bloom" during the warm months. Vendor operators, who normally switch to hard candy and cookies which keep better at this time of the year, are testing the new product.

Keeney electric cigarette vendor was introduced here by Runyon Sales Co. at a special showing in the firm's 10th Avenue headquarters.

Another firm to use aluminum cabinets is the University Vending Machine Co., which is marketing 1, 2, and 3-column stamp vendors of the folder type. Machines have 3-color fronts.

Cameo Vending is distributing the 600-cup *Revelation* soft drink machine. Vendor is made by Interstate Engineering Corp., El Segundo, Cal.

First favorable games newspaper publicity came in a feature in a Sunday issue of *PM*. Story was based on an interview with two vets, who had entered the field, and stressed the fact that operating coin machines is a legitimate business venture, representing plenty of hard work. Yarn countered previous news blasts that the field was dominated by "racketeers," but was printed after the "ban" move was well under way.

City crackdown on pin ball equipment has been paralleled by a similar move in adjacent Nassau County. While equipment

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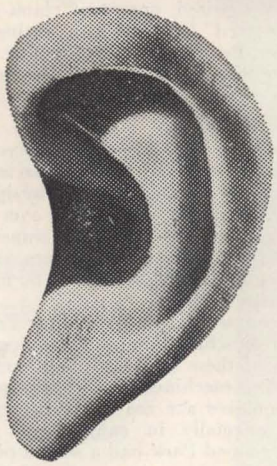

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JULY SPECIALS

Burnt Peanuts (1800 Count)	22c lb.
Rainbow Mix (720 Count)	22c lb.
Boston Baked Beans (800 Count)	22c lb.
Licorice Lozenges (600 Count)	25c lb.
Salted Spanish Peanuts	21½c lb.
Red Hot Candy (2432 Count)	30c lb.
Blanched Virginias	30c lb.
Cashew Butts	55c lb.
Fruit Dib Candy (1050 Count)	28c lb.
Salted Teeny Almonds	80c lb.
Corn Nuts—5 lb. Bag	$1.20 ea.
Candy Corn (368 Count)	28c lb.
Teeny Jelly Beans (704 Count)	28c lb.
Bubble Ball Gum, ⅝" (125 Count)	27c lb.
Jaw Breakers, ⅝" (110 Count)	27c lb.

OPERATORS VENDING MACHINE SUPPLY CO.
1023 South Grand Avenue Los Angeles, Calif.

was not seized, operators claim that police "pressured" locations into getting rid of the games. Pending a court test now under way, fewer than 50 of the 500-odd games which were on location remain in play.

Pittsburgh

With record sales being reported, from week to week, by local department stores and other establishments, business conditions, here, are better than ever before, in many lines. Salaries and wages of white collar and industrial workers are at peak marks, and money seems to be more plentiful than usual.

Kennywood and West View Parks, which cater to school picnics, are going full blast. Both of these parks are well supplied with vending machines of all varieties, and concessionaires are reaping considerable profits, especially in candy, gum and nuts. Kennywood Park had a school picnic scheduled for almost every day in June, with many hundreds of pupils, accompanied by their parents, participating.

Arcades are busier than ever, these days, with so many hundreds of visitors coming to Pittsburgh for conventions of all sorts. Not a day goes by but what you will observe the boys with badges on, crowding about amusement devices in the different downtown arcades. Especially are they interested in pin games.

There are five amusement arcades within a few blocks of the Pennsylvania Railroad station and the leading hotels, and these seem to be the mecca for visitors who may have a few hours while waiting for trains. As a rule, arcades here open early in the morning, and operate full blast until long after midnight. Jack Nellis' "Funland," one of the leaders in its line, is a case in point, and nickels, dimes and quarters roll in through a day of around 18 to 20 hours.

St. Louis

It was an active season in St. Louis, as May gave way to June. Operators were sprucing up old equipment for the summer season, after cussing "springless 1948" which jumped direct from nasty cold weather into hot summer climes.

General reports on collections were a bit on the doleful side, the three-day Memorial Day holiday being chiefly responsible. Many taverns and other locations closed for the entire holiday, with the result that one-seventh of a month's collectible days went down the drain for most music operators and quite a few vending machine men.

High spot of May was a highly controversial meeting between members of the Missouri Amusement Machine Assn. at a downtown hotel. The hot topic, of course, remains the "closed competition" voluntary-basis plan which has helped to pull many St. Louis phonograph operators out of the red. President Lou Morris reported a full turnout as both distributors and operators went over the pros and cons of closed competition. Chief bone of contention, it developed, was a motion proposing that the closed competition plan be actually closed against any further membership, on the basis that any operators who feel the strength of the plan would have joined up during the four months it has been in operation. Thirteen original operators who have stuck tightly to front-money and trade commission standards in securing routes and anchoring old locations would make up the group. However, after a thorough discussion, when operators and distributor-members aired their views, it was determined to leave the system open to welcome any newcomers who want to join.

"If we had a closed competition group which no new operator could enter, it would divide St. Louis into two coin machine camps," a veteran operator indicated. "Which, of course, is not the type of situation which is desirable under today's conditions." It was pointed out at the meeting that almost every operator who gave the plan a try is showing a better profit at all types of locations, and "jumping" has almost disappeared from the picture.

A new board of directors has been named for the group, each to be announced later. It was also agreed to dispense with summer meetings, when St. Louis' notorious 100-degree evening temperatures make a conclave a definite chore.

Seattle

Repercussions of the Columbia River rampage have hit the Industry in this area, along with other businesses, farms and families. Flood damage in 11 Washington counties up to June 10th was estimated to be approximately $39,000,000, and at least one more high crest on the Columbia was expected.

Only a few reports of specific losses have so far reached Coin Machine Row, but machines lost or damaged will run to a high figure, it is believed. The warehouse of Clark Distributing Co. in Portland was in three or four feet of water, but machines were all stored high enough to escape damage. Several operators in such hard-hit towns as Wenatchee, Ellensburg and Pasco, Wash., lost their machines or had them damaged beyond repair by flood waters. Max Munchine, local operator who has amusement games in Kelso, suffered heavy losses, and other operators in the Woodland area were unable to save their equipment.

The Boeing strike continues, although the plant has resumed operations with a relatively small number of employees. Operators, especially those in the South End, where the majority of the airplane makers live, are feeling the pinch.

As to coin machine business in general, the verdicts of distributors and operators vary from "very good" to "very bad", with all shades of opinion in between.

Amusement games appear to be going well, with play on the up-swing.

Cigarette vending machines are getting normal patronage, with business a shade below par in the Boeing worker areas.

Candy and gum business is brisk, according to the largest local operator, Canteen Co. of Washington, with a steady rise in installations of machines. Increase in candy prices, however, has cut profits down to a very low figure.

Nut vending machines are doing well, with enough pennies and nickels being expended to buy a ton of nuts a week from one operator.

The annual exodus of fishermen from Ballard to the high seas for the halibut season, which lasts until September or October, has cut into patronage of games and phonographs in that part of town, one operator reports. When they're in town, the fishermen go in heavily for games and phonos.

Early June brought an unusual heat wave to Seattle, and taverns have been emptier than usual, with everyone getting out to the woods or the beach to enjoy the summer weather.

Spokane

The Spokane territory, otherwise known as the Inland Empire, has been hard hit by floods this year. While the city itself has been spared, surrounding towns have literally been drowned and the business losses are terrific, to say nothing of the future crop losses which will not be noticed so much now as when harvest season comes around.

Operators, however, are optimistic in all phases of the coin machine business and

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(Automatic—Electrically Operated)

HOT POPCORN VENDOR

(Machine Listed Underwriters' Lab.)

Compare These Features:

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PRACTICAL DEPENDABLE

Price

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(5c or 10c Machine same price)

Operators!

VEND PEANUTS IN THE SHELL

You can easily and quickly adapt your Kunkel *Model K* Popcorn Vendor for vending Hot Peanuts in the Shell with Kunkel Conversion Parts Kit. Machine easily converted back to vend popcorn.

Kit price: $9.95 f.o.b. Los Angeles

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Every boy and girl is a born "Bargain Hunter." That's why they go for the Vending Machine that gives them **twice as much gum for their money.** That machine is the new "2 for 1" 1c SILVER-KING. Even a small route keeps the cash rolling in. And anyone can operate one of these profitable Routes—either full time or spare time. The best way to get started is to find out now about the Vending Machine that gives kids two gum balls for 1c.

FREE! If you want a profitable, constantly growing **Cash Business** of your own, write quick for full information on SILVER-KING vendors. **Don't delay.** Drop a penny Post Card in the mail **today** to **SILVER-KING, 622 Diversey Parkway, Dept. MR-1, Chicago 14, Ill.**

Rowe BUILDS BETTER MACHINES TO BETTER *Your* BUSINESS

Rowe's unexcelled resources, skilled technical staff, extensive research facilities and experience as operators, all combine to produce better cigarette vending machines for you. Rowe has every facility for building machines that stand up under constant use, are positive in operation, modern in design, include the most advanced features, yield the greatest return to you.

And because Rowe produces more machines than all others combined, these advantages cost you less.

The Rowe Diplomat, America's finest electric cigarette merchandiser, is proof that Rowe gives you more for the lowest cost.

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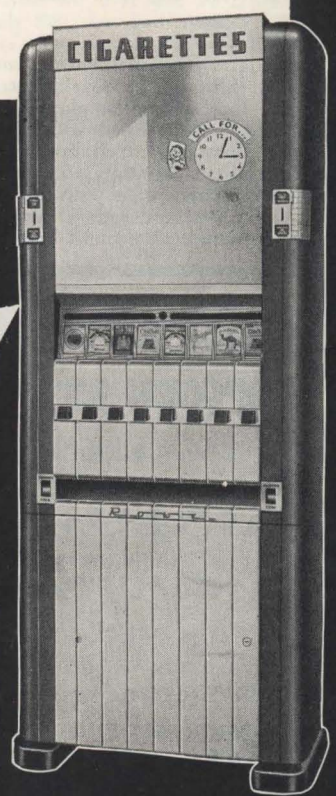

1. Less wear and tear on moving parts.
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BETTER BUY ROWE
— the Diplomat — for better business. Order *now* for early delivery.

*Operators report sales increased as much as 20%.

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while a lot of the boys have had to dry out their equipment, and also made the rounds in boats, they are not discouraged. Tourist trade has begun and everyone looks forward to more summer business than any other year.

Bank deposits and check transactions are high and tax collections for the State are $1,500,000 higher for the first two months of '48 than the previous year.

It is interesting to see the large number of new machines making their appearance in all sorts of locations. Candy and cigarette machines, as well as bottled cola and merchandising machines of all types, are definitely out in front in numbers. This can be explained by expansion of new businesses in this territory and the fact that materials are available to construct new buildings to house them.

Despite the talk among old operators that there is no money in music, there surely is no let-up in sales of elaborate equipment to furnish new and renovated spots. There seems to be no trend towards any particular type of music installation; every manufacturer is enjoying his share of business. Men who know the machine business all agree that music can be the real backbone of their operations and while the profits per dollar invested are not so great there is a certain degree of stability behind it all.

Twin Cities

The business pace in this area continues high, with Minnesota's tourist attractions coming in for the biggest play during the next three months. Resort owners, for the most part, have revamped their coin machine operations in line with the anti-gambling campaign of a year ago and are prepared for a record summer season.

In the agricultural regions, farmers have a downcast look as of press time, for rain has seemed to steer clear of this area during May and part of June. The corn and wheat crop prospects are much in doubt at this time and this has a direct bearing on the summer and fall prosperity of the area.

Out-of-town operators have indicated games in the farm areas are receiving heavier play than in the past, with additional games moving into the small towns which in the past were ignored because of the distances involved.

The influx of new equipment in both music and games has created a revitalized interest locally in the amusement games business. Out-of-state buyers have expressed interest in the concrete form of new equipment purchases.

Following the Four-State convention, interest ran high in all phases of the business, leveling off during the latter part of May except for some spurts in resort buying by operators from the Lake areas.

Flipper games continue to hold a spotlight, with plenty of activity in their behalf. More locations are increasing business volume in music.

Arcade equipment, as well as locations, is in for a brief upsurge. Excelsior Park's Arcade is expanding, with Joe Colihan, manager and Fred Pearce, Detroit, owner, lining up much additional equipment from Twin Cities distributors and operators.

A new Arcade in the heart of the Negro district, operated by Hy Adlin, was a high spot in that field during May. Another new one opened near Lake Minnetonka at Excelsior, Minn., by John and Jim McNeice, brothers, operators of the Rifle Sport Arcade in Minneapolis Loop.

Some far-sighted operators are engaging in test of video set rentals, non-coin-operated at that. Prior to the KSTP-TV inaugural transmission April 26, some operators bought public location video receivers, contracted to place them with taverns and bar locations on rental basis.

Gene Elofson, of F. C. Hayer (RCA-Victor distributor), says it's a growing trend among phono operators, however, coin-operated video sets have yet to make an appearance. Rental fees range from $15-$35 per month, depending upon size of set. Operators report the "service" cements relationships with locations and that rental can be paid out of location's take from music machines. Attendance has tripled in some spots as ball game fever is at high pitch in this area, with two minor league clubs quite active and one is video'd daily.

On subject of dime play chutes in this area, most operators feel that it has not and may never catch on here. The competitive factor between the Twin Cities prevents the dime innovation. However, most operators won't go out on a limb and predict success or failure of the increase to help ease the pinch.

General Industry conditions here are favorable, with the heavy tourist trade continuing to swell receipts for most types of machines. Bolstered by one of the most aggressive public relations campaigns of any phono group in the country, the music machine business has been phenomenal compared to pre-campaign receipts, according to the Washington Music Guild.

Cool weather for this time of year has kept beverage vendors from showing much. Cup dispensers have been slowly increasing in recent weeks and the total is now around the 200 mark—about half of them the multiple flavor type.

Marlin Amusement Co. has opened a second arcade in the downtown area, making a total of four within whistling distance of each other. All are doing well. Another arcade near the two bus terminals reports that tourist trade is excellent.

Candy vending receipts have been sagging, chiefly because of cut prices put into effect recently by two large drug chains. Pin ball machines, especially those featuring the latest gimmicks are doing well, but other types of games haven't caught on in this area.

Los Angeles

The silver lining in the overcast sky is being furnished by bulk vendors; after hitting a new post-war low in May, they started the upward climb last month. Small jelly beans have jumped to the fore in the sales parade and are neck-and-necking Boston baked beans for popularity in machines.

Cigarette vending continues on an even, healthy keel. Candy gross has been holding up well; operators are bracing themselves for the brunt of the hot weather season, commencing in July.

The music picture is hazy, with one segment of the operating fraternity reporting slight take boosts; others say there is no change; and a minority report that sliding grosses are still sliding.

Four of the largest scale operators in Southern California were polled, with this result: one reports increase of 9 per cent during the first four months of this year as compared to 1947; another is 10 per cent off; the third is lagging slightly behind; and the fourth shows no variation. The operator reporting the 9 per cent increase says that scales on his war-time locations, which had high revenue and then fizzled, have been moved to other locations while competitors keep machines on the same locations despite drop in gross.

Popcorn vending shows an increase from the April-May low, but volume of play has failed to reach operator expectations.

START YOUR OWN
POPCORN BUSINESS
with
ARISTOCRAT
... the QUALITY Automatic Popcorn Vendor!

Act NOW! Take advantage of *booming summer popcorn sales.* Establish your own full or part-time year 'round business. Operators' profit charts show how to build consistent profits. Our representatives help you get started.

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INGREDIENTS . . .

News interest in recent weeks centered about such ingredients as sugar, mint oils and other flavors and the perpetual chocolate problem. In coming weeks interest in supply and price trends on corn products is expected to increase.

At the time of preparing this review, price trends were upward on such ingredients as cocoa, eggs, soybeans and edible oils. Downward trends had been reported on sugar and butter but the price trend on butter is almost certain to show increases over the summer period.

A major government crop report was also released June 10 but the real effects of the report on prices could not be judged in time for this review. Some flurries in commodity prices followed the release; the report had also been prepared before the full effects of dry weather on crops in the central states could be ascertained.

At the present time, many market reports say corn will again play an important role in the price situation, as it did in 1947, hence reports on the corn crop will be watched closely during July. Visible supply of corn was reported considerably below the same time last year on June 1.

It now appears that government parity support will continue and will thus keep prices up on some important products used in vending merchandise. Routine reports appear regularly which suggest that higher freight rates bring price increases of some ingredients.

Reports do not show that the decisions of the U. S. Supreme Court, as mentioned in this column last month, have noticeably affected prices of ingredients. But the ef-

(See INGREDIENTS, Page 44)

DuGrenier Now Delivering "Candy Man" Bar Vendor

HAVERHILL, Mass. — Spurred on by hundreds of inquiries, Arthur H. DuGrenier, Inc. is in production of its *Candy Man*, five-cent candy bar machine. Deliveries commenced the latter part of June.

"In resuming operations of the DuGrenier plant, we feel that the wisest thing we can do is to produce a tried and tested DuGrenier vendor," Blanche E. Bouchard, secretary of the firm, stated. She added: "There are thousands of *Candy Man* machines — the lowest priced candy merchandiser of its type on the market — in operation throughout the country."

Candy Man has a capacity of 72 bars. It displays and vends 12 varieties and features quick, easy loading through a wide side door.

Vendall Merchandisers Going Over Big at Weymouth's

HOLLYWOOD — Although Weymouth Service Co. has been handling *Vendall* candy merchandisers less than 30 days, initial response to both the five and eight column machines have far exceeded the company's expectations.

One of the reasons the machines are making such a big hit with candy bar men is that after unlocking the door, only one mechanical operation is necessary to service the machine, thus cutting time and service costs.

The five-column model is finding especially high favor in industrial locations, the firm reports.

Weymouth Service Co., exclusive distributor for Southern California, Arizona, Nevada, and the Hawaiian Islands, is offering immediate delivery in any reasonable quantities.

Vending Discussed At NCWA Convention

CHICAGO — Youthful among the trade associations of the country, the National Candy Wholesalers Assn. held its third annual convention and candy exposition here, June 13-16. Attendance on the third day had not quite reached the 1947 total; final registration for 1947 was 1402, while third day tally this year had reached 1382.

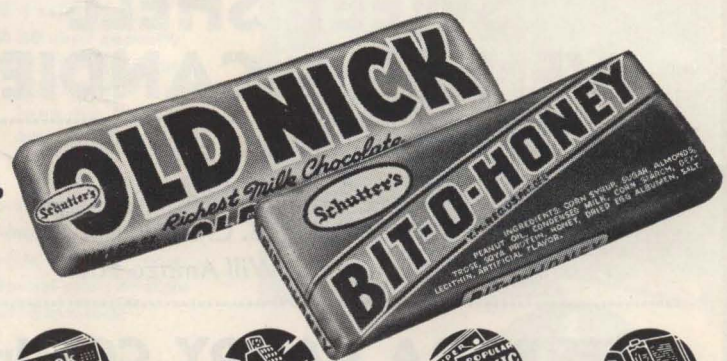
Views on general business conditions and how it affects candy sales stood high on the program and was also included in remarks by many speakers.

Proceedings of FTC in charges against Automatic Canteen Co. probably ranked next highest in program interest. NCWA claims credit for having compelled FTC to push proceedings in a case involving the vending machine firm that had been delayed for a number of years. Detailed reports were given on the present status of the Canteen case and also charges against a number of candy manufacturers involving price discrimination to Canteen.

FTC charges and procedure had recently been greatly augmented by a series of decisions by the U. S. Supreme Court involving points of price discrimination. With its power more clearly defined, FTC filed charges May 27 against 10 candy manufacturers and one chewing gum firm and has been adding to the list of firms since. Each firm has been given 20 days to reply. In practically all cases, sales to vending machine firms are the chief cause of complaint; chain and syndicate stores are also included.

The Canteen firm seems to have been most frequently mentioned in the complaints, but other firms in the vending trade include Berlo Vending Co., Confection Cabinet Co., Sanitary Automatic Cabi-

2 of America's most powerfully advertised bars



RADIO— David Harding "COUNTERSPY" ABC NETWORK Every Sunday 5:30 P. M. EST.

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Smashing 4-Color Ads in LOOK Magazine

RADIO SPOT ANNOUNCEMENTS in Principal Markets

Full-color ads in popular COMIC BOOKS

Millions of BOOK MARKS Distributed to School Children

net Co., Tri-State Automatic Candy Co. and others.

The case seems to be similar to the FTC proceedings against major cigarette manufacturers some years ago, in allegations involving price discriminations to vending firms; the case dragged through the courts for many years and finally was decided in favor of the FTC.

Due to recent Supreme Court decisions, many think FTC will be upheld in the present candy cases. A new angle has also been added in a case involving charges against Automatic Canteen. Wm. A. Quinlan, attorney for NCWA reported that the FTC charges implied that "Canteen sets about deliberately to insist on lower prices from manufacturers."

He said FTC planned to make a real test issue of the Canteen case to establish the guilt or innocence of the buyer in cases involving price discrimination. The guilt of sellers in cases of price discrimination has been accepted, but the guilt of the buyer in cases of price discrimination has not yet been established under existing law. The Canteen case will have important meaning for all lines of business, Quinlan suggested.

Vending Trend

The official action of NCWA in pushing price discrimination cases that involve large vending firms might give the impression that the group is opposed to vendors. The board did drop all strictly vending firms from its membership, after discovering that some vending firms that have no jobber business had joined the group. Otherwise, the organization is fighting price discrimination, whether by chains, syndicates or large vending firms, as a matter of policy.

Some manufacturers of candy vendors had representatives in attendance at the convention and all reported that candy jobbers are definitely getting into the vending machine business; they state that candy jobbers are now turning to vendors just as tobacco jobbers turned to cigarette vendors some years ago.

One vendor manufacturer said most of his sales for some months had been to candy jobbers. He explained that the average operator of candy vendors, who had been in the business for some years, had been so hard hit by the high prices on candy bars that he was not buying many new machines. Candy jobbers now attracted to the vending field are providing a market for new machines.

Size of the candy jobber trade was indicated by an official of NCWA who said the organization now had about 1650 members. Candy jobber lists have about 6500 names in addition to the firms that are already members. He expressed the view that total number of candy jobbers in the U. S. that measure up to trade standards would probably be 2500 to 3000.

Candy jobbers say they sell about 50 per cent of the candy produced by manufacturers; official government report on 1945 candy sales puts the total for jobbers at nearly 50 per cent of candy manufactured. Chain stores, against which jobbers complain much, were given credit for about 14 per cent of total candy sales made in the 1945 report.

Jobber opinion, as expressed during the convention, suggested some uneasiness but leaders said this was due to general conditions more than to candy trade problems. One leader said "jobbers are selling more candy than ever but they are also doing more complaining." A majority seemed to agree that sales are high, as compared with 1940, but that ratio of net earnings to sales is decidedly off by comparison.

On points of unfair competition, the organization had since its last convention developed a code of ethics and had same approved by the FTC, with the government agency cooperating in enforcement of those provisions that come under fair trade laws. This step puts NCWA in the front ranks of associations that undertake the problem of eliminating unfair competition. Another year will have more to tell about the candy code and its operation.

Jobbers had before them the Dept. of Commerce report for April which showed total candy sales in dollars dropping 17 per cent from March and 2 per cent below April 1947. (Candy bar sales, however, made good gains in April as compared with April 1947; for the first four months of the year also, candy bar poundage was 15 per cent above the same period last year and 39 per cent in dollar value.)

The exhibit list contained names of 80 firms; number of display booths had been limited, or the total display would probably have been larger. Of the 80 exhibitors, 32 of them had nickel items suitable for vending machines—and candy bars were shown by most of the 32. Several new bars were shown but most of these have already been announced in trade papers.

Trends suggested by the displays show bars gaining in variety, in number of manufacturers entering bar field, and in total volume of bar output. Price trends are definitely downward on bars, with 72 cents per 24-count being most often mentioned. Firms are all interested in vending machine trade and vending pack is increasing.

Packaging advances also mean now that almost any small confection can be packed for vending machine sales; the possibilities in this field were well illustrated by the displays. Nickel cartons (vending size) of a great variety of confections were shown to be increasing in number.

Schutter Launches Match Book, Car Card Campaign

CHICAGO—Schutter Candy Co., manufacturers of *Old Nick* and *Bit-O-Honey* candy bars, has launched the most intensive match book and subway card advertising campaign ever conducted in a single market. New York City is the locale and 40 million match books and 5,500 subway cards per month are the ammunition.

Keynote of the campaign is the copy theme, "*Old Nick* Is An Energy Food," and "*Bit-O-Honey* Is An Energy Food."

Robert B. Barton, president of National Match Book Advertising, Inc., who handles the account, says: "We are watching this experiment carefully to determine the result of a sustained campaign spearheaded by match books and subway cards. It may well set a new pattern for the promotion of low-priced products sold on a narrow margin of profit to the mass market."

INCREASE YOUR SUMMER SALES
WITH
SWEET SHELL VENDING CANDIES

LICORICE GEMS
775-800 Pieces to the Pound
25c per Lb. — F.O.B. Chicago, Ill.
It's New and Sales Will Amaze You!

FERRARA CANDY CO., Inc.
2200-10 WEST TAYLOR STREET CHICAGO 12, ILLINOIS
40 Years of Fine Quality Confections

For The New
STONER UNIVENDOR
CANDY and ASSORTED MERCHANDISE VENDOR

In The Territory of
OREGON, WASHINGTON
IDAHO, MONTANA,
BRITISH COLUMBIA and
ALBERTA, CANADA

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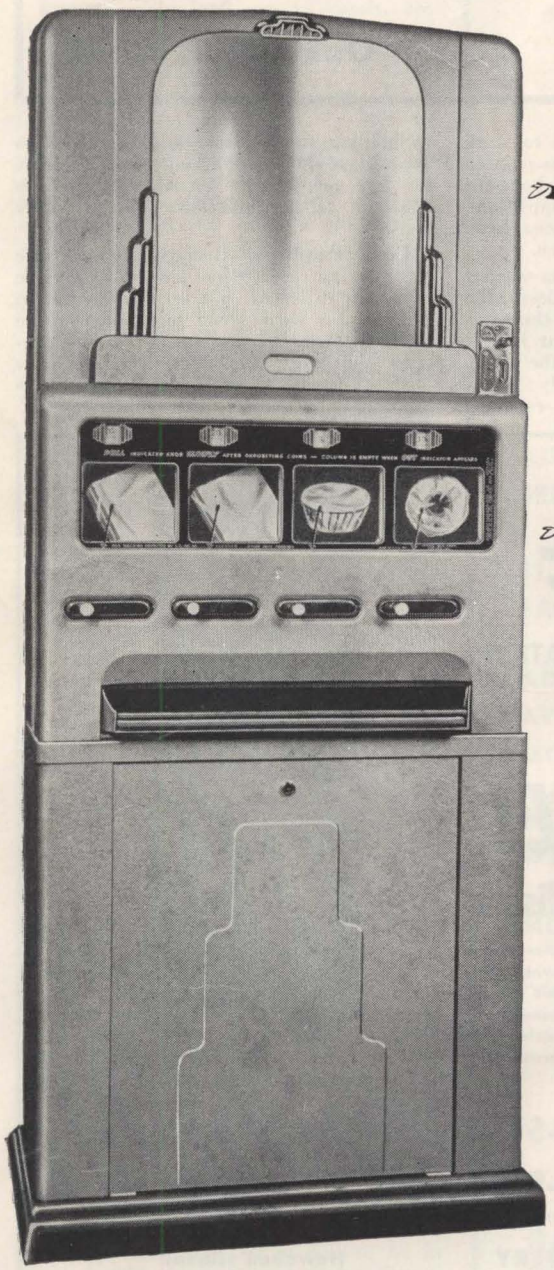
DON H. BURCHAM Co.
917 S.W. Oak Street
Portland 5, Oregon

ASSOCIATES:
W. E. Earl, 917 S.W. Oak St., Portland 5, Oregon
R. M. Loughrey, 2530 Warren Avenue, Seattle 9, Washington

The New UNIVENDOR "80"

General Automatic Merchandise Vendor



OPENS THE DOOR TO GENERAL AUTOMATIC MERCHANDISING

VENDS FRESH SANDWICHES CUP CAKES, DOUGHNUTS, POUCH TOBACCO, ETC.

The beautiful new UNIVENDOR "80" introduces a profitable *new high* in the field of general automatic merchandising.

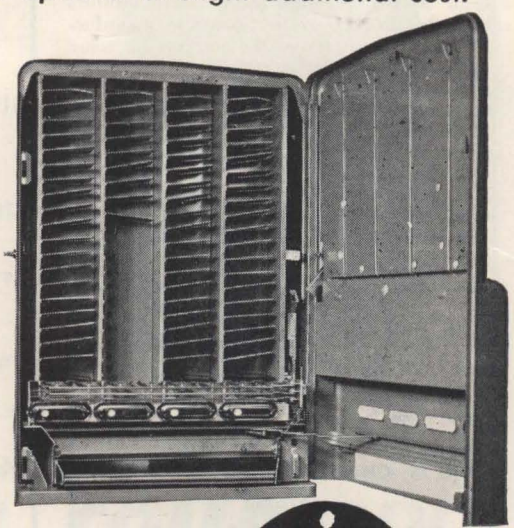
It's the ideal machine to meet all your requirements in this large and expanding field. Economical, compact with 80 shelf capacity—and backed by UNIVENDOR'S outstanding record of *proved performance*.

Vends fresh sandwiches, cup cakes, doughnuts, pouch tobacco and many other general merchandise items, in any three combinations of 5c to 20c. Quarter mechanism in any three combinations of 25c to $1.00 optional at slight additional cost.

Inside view shows 4 column, 80 shelf capacity. Incorporates all popular UNIVENDOR features.

- **4 selections**
- **80 shelf capacity**
- **Shelf dimensions: 5¼" wide by 5⅞" long by 1 5/16" between shelves.**

Available in floor or wall models (with wall bracket Colors — tan, white, green or gray. Special colors at slight additional cost.



Stoner Mfg. Corp. Aurora, Ill...

The Aristocrat Line

WE GUARANTEE . . .

THE COLOR AND POLISH OF *Star* BALL GUM WILL OUTLAST ALL OTHER BALL GUM PRODUCTS ON THE MARKET

¾" RAINBOW GIANTS *100 to 105 Count Per Lb.*..... **28c Lb.**
In 100 Lb. Lots

⅝" RAINBOW COLORED BALL GUM *130 to 135 Count Per Lb.*..... **27c Lb.**
In 100 Lb. Lots

Both ¾" and ⅝" STAR Rainbow Colored Ball Gum Delivered to Your Door at Above Prices!
WRITE FOR NAME OF YOUR NEAREST DISTRIBUTOR

U. S. CHEWING GUM MFG. CO.
L. H. Strickler
365—5th St. **Oakland 7, Calif.**

INGREDIENTS

(Continued from Page 41)

fects will show up in time. The European aid program is bolstering prices but it has not yet produced any wild price increases as some had predicted.

A digest of current reports on various ingredients follows:

Butter — Output was recently running about 20 per cent below the 5-year average for the time of year. During May there was an increase in output but by June 1 this was tapering off. Wholesale and retail channels seem to have ample supplies. Early in June retail butter prices were about five cents above the low for the year and 15 cents below the highest price for the year; price trend is upward.

Caffeine—Soft drink trade reported to be making active purchases and prices hold steady.

Chocolate—Recently, cocoa bean prices advanced 20 per cent in two weeks; warehouse stocks are very low. Spot market has been active recently and manufacturers have begun to buy in quantity; manufacturers had hesitated in the markets for some time, awaiting price reductions. Crop reports from Brazil and West Africa show short supplies for the coming months. Candy trade has hoped for many months for lower prices on chocolate coatings, and some slight reductions were made, but the general outlook is not so favorable. Hershey Chocolate Corp. recently raised the wages of its employees on a plan similar to that of General Motors.

The candy trade will continue to work for lower prices on chocolate, but as pointed out in this column frequently, real hope for permanent relief on chocolate supply and prices depends on developing cocoa bean orchards in Mexico and Puerto Rico.

Cocoanut—Recent trade reports suggest improvement in production of dessicated cocoanut in the Philippines, with the prospect of normal conditions by about July 1. Demand from manufacturers in the U. S. is still said to exceed present supply; prices in the Islands have recently been reported as holding steady. Spot market prices on copra have shown a marked increase during the last month. New cocoanut candy bars continue to be impressive in the candy trade.

Corn Products—Demand for dextrose recently increased, when a seasonal decline is usually expected; but seasonal decline in demand for corn syrup has followed the usual pattern. Demand for starch and dextrine continues at a good level but new business is said to be slow; manufacturers are chiefly taking up contract orders.

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Star
BALL GUM
(U. S. CHEWING GUM MFG. CO.)
From
Abbey Mfg. Co.
1917 S. BRONSON AVE.
LOS ANGELES 16, CALIF.
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ONE
MECHANICAL OPERATION IS REQUIRED IN SERVICING
VENDALL
Candy Merchandisers

Automatic rotation of merchandise means no bar shifting. Vendall removable column feature permits adjustment of capacity to location needs. Capacity of 8-column merchandiser adjustable from 120 to 248 bars; 5-column merchandiser from 75 to 155 bars.

MODEL D-8 (8-Column) **—$155**
MODEL D-5 (5 Column) **—$115**
F.O.B. Factory—Bases Extra

IMMEDIATE DELIVERY
from our Hollywood warehouse of any reasonable quantity. Complete stock of parts for both 5 and 8-column machines carried at all times.

ORDER TODAY FROM
Weymouth Service Co.
Exclusive Distributors
For Southern California and the Hawaiian Islands
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Phone: OLympia 1951

Edible Oils—These ingredients are listed generally in the group of items on which prices are rising. During a three-month period, price increases on corn, soybean, cocoanut and peanut oils have been spectacular. Higher prices cut demand and the most recent reports available suggest slow trading and some easing in prices; future orders are still holding high through July. But new crops are expected to bring price reductions as the season advances.

Eggs—Official report predicts egg supply will drop during the second half of the year, but cold storage reserves are said to be high. Current price reports are slightly above a month ago. Government began price support of eggs in May, after prices started downward in mid-April; parity support will be higher than last year during the third quarter. Government report shows production of dried, liquid and frozen eggs for April was much below the same month last year, indicating a downward trend in processing eggs.

Flavors—The soft drink, candy, ice cream and cookie industries took special interest in the national convention of the Flavoring Extract Manufacturers Assn. which met recently in New York. Trade leaders said most flavor oils are in good supply and that prices are favorable. Spearmint oil was mentioned as possibly in tight supply until new crop comes on. Speeches by trade leaders related chiefly to sugar, vanilla, new markets and the progress in synthetics. Scientists were prominent in the meeting and they suggest that synthetics can be made to imitate practically any flavor. Development of synthetics is based on the fact that all natural products have their own wave vibrations that affect one or more of the senses, such as taste, smell, etc. These natural vibrations can be calculated and then the scientist finds chemicals that produce the same vibrations; then human noses, taste buds, etc., get the impression the synthetic is the real stuff. When some particular flavor becomes scarce, synthetics come to the rescue.

Demand for flavors is slowing up and chief reason is over-supply of soap and slow sales of perfumes. Soft drink and ice cream makers have stocked up for the season. Flavor trade thinks price trend may begin to level off soon.

Honey—Government report says demand for honey is still slow, although a slight increase has taken place. Outlook for new honey crop was reported favorable; a lot of the 1947 crop is still unsold.

Milk—The ice cream trade is continuing its campaign to increase the total number of dairy cows, warning that future milk supply may be tragically low. Favorable crop outlook up to the present is an encouragement to milk supply, but the long-term outlook for the year suggests declining production.

Government report on production of processed milk for April shows gains for most types of the product; outlook of dry whole milk was up but output of nonfat dry milk and dry buttermilk was below the 1947 mark.

Mint Oils—Spearmint oil has been much in the trade news, with the recent floods in Oregon probably damaging the new crop; estimate on total damage not available for this review. Demand for peppermint has been heavy for the past year and prices hold steady, although buyers think they are too high. Spearmint oil is said to be in tight supply, as mentioned under flavors, but new crop reports are favorable. Spearmint price is still about twice the 1939 level.

Nuts—Spot market reports are almost missing from the trade papers, and markets are thus regarded as very quiet. Reports on new crop outlook are not yet sufficiently important to influence trends. Even the peanut markets are reported as slow.

Raisins—Reports relate chiefly to government purchases for overseas shipment.

Soybeans—Makers of ice cream mixes are worried about prospect that total acreage being planted this year is below last year. Farmers can make more on higher-priced corn. Soybean prices fluctuate considerably, but most recent trend is upward on beans and also on soybean products.

Sugar—Deliveries in 1948 have been holding about even with 1947. Reliable reports have recently suggested that sugar prices may show some advances later in the year, for a sharp decline in the 1949 crop in Cuba is expected. Production from the last crop passed the mark set by the previous crop, and total is about twice the pre-war average crop.

Price trends in sugar have been downward, with a 20 per cent decline in the past five months. The Dept. of Agriculture recently announced a reduced national quota in sugar. Present situation is one of a world surplus of sugar, with pressure to lower prices still more, but against this situation is the prospect of a smaller Cuban crop next year and also the political situation in Cuba.

Cuba has a new president but probable effects on the future sugar market are not yet known. Cuba has compelled growers to maintain wages at 1947 levels, although sugar prices have dropped since that time. The Cuban political situation may be a bombshell since it reflects an old, old story of exploiting cheap labor. A sidelight is seen in regulation to take effect Jan. 1, 1949, when sugar bags are limited to 200 lbs. or less. This is a government stab at growers who have for years made underpaid workers lift heavy bags of 350 lbs.

VENDALL Candy Mechandisers

Always Sell **FRESH CANDY!**

107 SHELF CAPACITY

$115.00 { 5-Column D-5 F. O. B. Factory Base Extra

168 SHELF CAPACITY

$155.00 { 8-Column D-8 F. O. B. Factory Base Extra

AUTOMATIC ROTATION SELLS OLDEST CANDY FIRST

31 SHELF COLUMNS FOR FAST SELLING CANDY

ADDITIONAL CAPACITY AVAILABLE IN EITHER MODEL

MODEL D-5 ONLY 17" WIDE WEIGHT 85 POUNDS

MODEL D-8 ONLY 25" WIDE

Write for Additional Information

Model D-5
$115.00

PROVEN MECHANICAL PERFORMANCE

VENDALL COMPANY

Humboldt 6600

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Every Top Location Yours for the Asking with . . .

The KEENEY DELUXE ELECTRIC
CIGARETTE VENDOR

★ STARTLING STREAMLINED BEAUTY AND BRILLIANCE CAPTURE TOP LOCATIONS AT WILL.

★ ELECTRICAL AND MECHANICAL PERFECTION. SIMPLICITY itself. Only a single motor, one relay, and two solenoids.

★ SUPER CHANGE MAKER (optional). Handles nickels, dimes, and quarters. Returns a nickel on 20c sales when a quarter is used. Returns a nickel on quarter sales when 3 dimes are used.

★ HOLDS 432 CIGARETTE PACKS in fully loaded double columns, (front and rear) dispensed alternately. Cigarettes always fresh. Easy selections: the pack you see is the pack you get.

★ ALUMINUM CABINET PREVENTS RUST AND CORROSION.

★ EASIEST TO SERVICE—QUICKEST TO LOAD—FASTEST DELIVERY.

On Display at all Keeney Distributors

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or more in order to cut handling costs. Growers will probably turn to mechanization to handle the heavy bags. But the regulation is a tip on the hot political situation in Cuba which may affect sugar supply and prices at any time.

Tobacco — Official report suggests that 1948 acreage will produce about 25 per cent less tobacco leaf than the crop last year. Support prices for tobacco are at present higher than last year and are expected to continue higher during the year. Government report on final 1947 crop shows a drop of nearly 10 per cent under the 1946.

Vanilla — Vanilla beans, supply and prices, was widely discussed during the annual convention of flavor extract manufacturers recently. Due to unstable conditions abroad, the flavor trade has been compelled to turn from Madagascar to Mexico for vanilla bean supplies. But Mexico has not produced enough beans to meet U. S. demand. Flavor of Mexican beans is delicate while Madagascar beans have a strong, pungent flavor; there are champions of each type of flavor. A trade leader told the convention that "the social unrest of low paid native labor" is a big factor in the vanilla supply picture from Madagascar. American buyers have suggested a plan to Madagascar officials for stabilizing prices and selling on contract in the U. S. to licensed agents only.

"Big Four" at Standard

OAKLAND—The "Big Four" at Standard Specialty are helping vending operators vault the summer profit hurdle, Bert Fraga reports. Demand for Columbus bulk vendors, pace-makers in the field for 40 years, continues unabated. Standard's famous castiron stand, which holds up to three machines, has been in production for several years and has found its way to many of the country's top locations.

Shipman's *Select-A-Bar* candy machine has provided the trade with a much-needed precision-built vendor priced for operator profit, Fraga says, while Shipman's stamp vendor is still the operator's first choice in postage stamp machines.

Silver-King Offers Special Machine Building Service

CHICAGO—Silver-King Corp., manufacturers of the famous Silver-King line of vendors, offers a specialized service which is finding high appeal in the trade.

The company has a complete organization, consisting of factory, foundry and experimental shops, to design and manufacture all types of coin-operated machines; they also specialize in aluminum casting for any use.

Many individuals and firms with ideas they wish to develop have found Silver-King's extensive organization the answer to their production problems.

Changemaker for Mills Fountain

NEW YORK—A built-in changemaker, accepting quarters, dimes and nickels, is the latest addition to the *Automatic Fountain*, 400-cup soft drink machine manufactured by Mills Industries, Chicago, and distributed nationally through the Automatic Syrup Corp., New York. Changemaker is a Mills product and has been undergoing development for the past few years.

Midget Coke Vendor

NEW YORK — Coca-Cola has added something new in small units to the line of bottle vendors currently used by its franchised bottlers. Machine, made by Vendorlator (Fresno, Cal.) holds 27 drinks ready for vending and 10 more bottles in pre-cool. Compactly built to be used as a counter or wall-bracketed dispenser, it stands only 26 in. high, 23 in. wide, and 19 in. deep.

New Device Registers Coin Count in Print

NEW YORK—An electro-mechanical recording device which automatically registers a continuous printed coin count against products dispensed is now being manufactured by the Durant Mfg. Co. and distributed by the Chalex Corp.

Mr. Employer:

Why do you not give your employees the consideration they deserve, since it costs you nothing?

The 1% State Unemployment deduction that you take from their salaries and send to the State does not buy them as much unemployment Disability Benefit as you can obtain by purchasing a regular insurance plan with a Private Insurance Carrier.

This is not sales talk, but a fact—since the law provides that no private insurance company plan complies with the law unless it gives *better protection* than the state *at the same* cost.

The Association and Group Insurance Bureau will gladly assist you to make the change over *without* charge by telephoning them or dropping them a note at

ZEIGLER INS. AGENCY, Inc.
541 South Spring Street
Los Angeles, Calif.
Michigan 0961
ALL INSURANCE and BOND LINES

DELIVERING NOW

"SHUFFLE KING" SHUFFLEBOARD

COMPLETE WITH ELECTRIC SCORING DEVICE

GREATEST MONEY EARNER

IN THE HISTORY OF AMUSEMENT GAMES

100% LEGAL—NO OPERATING EXPENSES

COME IN FOR DEMONSTRATION

MANUFACTURED AND DISTRIBUTED BY

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Oakland, Calif.

THE GREATEST NAME IN COIN OPERATED EQUIPMENT ON THE WEST COAST

Los Angeles

THE REVIEW'S roving reporter has noticed quite a few Kunkel Model *K* popcorn machines on location with a unique merchandising idea which enables the vendors to sell not only popcorn and peanuts-in-the-shell, but gum, candy, and salted peanuts as well. The shelled peanuts are sold by installing a Kunkel conversion kit; the other items are vended by inserting a flat piece of scrap iron on the floor of the upper base of the vendor, protruding sufficiently to mount one penny bulk vendor on each side of the machine. This novel but simple means of adding penny vendors to the Model *K* has meant additional revenue from one-cent sales and has not decreased the sale of popcorn and peanuts-in-the-shell, Kunkel operators report.

C. A. Robinson and Al Bettleman tripped over to Reno where they sold a quantity of Jennings bells. The firm has turned out a nifty 32-page catalogue highlighting some of its major lines. It's free for the asking.

Quickies—Al Armos of Golden Gate Novelty Co., San Francisco-Oakland, dropped into town for a brief business visit . . . R. E. Leland, bulk operator, back from a trip to Utah . . . George A. Miller, state president and business manager of California Music Operators Association, is due in Los Angeles early in July; he plans to spend a week here.

Ray Powers, for the past three years manager of E. T. Mape's Los Angeles office, has resigned, with George O'May replacing him . . . Veteran bulk vending operator John Pruner is awaiting receipt of his patent on a television invention he has been working on since 1930; invention reproduces sound into color . . . Shipments of Keeney's electric cigarette machine have been stepped up, enabling Badger Sales to participate in a series of fast triple plays: Keeney to Badger to operator . . . Sam Margolin, bulk vending operator, was seen at Operators Vending Machine Supply Co. buying 50 new *Deluxe* Northwesterns.

Fernando Rosas, Peerless Record star, had the honor of singing before President Truman during his recent Los Angeles visit. Rosas' rendition was the sensational hit *La Burrita* (Little Burro), which is a symbol of the Democratic Party.

Callers at Paul A. Laymon's during the past month included J. A. Ewing, Bakersfield; Al Cicero, Santa Maria; Lee Walker, Gardenia; Nate Smith, Barstow; Pete Peterson, Delano; Louie Dunn, June Lake; Bob Chacon, Laguna Beach; Ray Ressell, Riverside; S. L. Griffin and Lloyd Barrett, Pomona; Jack Johnston and Johnnie Ketcher-

"Hi Ho" Junior Tray Vendor

FIRST

ON THE

PROFIT PARADE

Vends all kinds of bulk merchandise: nuts, candy, pistachios . . . Simplified portion adjuster . . . Removable tray, 8 inches by 10 inches . . . Easily serviced . . . Nuts don't break . . . Slides on counters and bars . . . Globe capacity 1½ pounds.

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sid, Long Beach; William Shorey, San Bernardino and Thomas Boddy, Lomita.

Dolores Minthorne was operated upon at a local hospital on June 12th and is improving as this issue goes to press.

Paul Laymon is doing a considerable job in exporting equipment and has made several large shipments in recent weeks. Laymon is also doing a brisk business in used music equipment.

Portland

Here's your ol' gal again bringing you-all items of interest about the Portland operators. Haven't by-lined this column since 1942, although I have been closely in touch with all of the operators and will be bringing you month-to-month news of interest to all.

Congratulations to George Schnabel of Puget Sound Novelty Co. who by opening his new Oregon branch, the Oregon Novelty Co., once more has proven to his friends and customers his wish to further serve this territory. This makes three offices in his chain since he already had the Puget Sound Novelty Co. of Seattle and Inland Novelty Co. of Spokane. This added service will keep George busy travelling around by plane, train and motorcar and it is his wish that the Oregon branch maintain the same dignity, alertness and customer "personalized" service for which he has made quite a name in the Northwest.

In selecting his "team" to run his Oregon office, George Schnabel solicited the service and aid of Helen and Eddie Cusson. We are not strangers to a great many of you . . . having been associated with the Jack R. Moore Co. for a period of twenty years.

Old friends and customers in shaking hands and looking over the Oregon Novelty office (the former M. S. Wolf Distributing Company *beootiful* offices) numbered the following: Lee Applegate . . . recently resigned with Sam Steinbock, and now working with City Amusement Co. . . . his new Boss . . . Al Schubach; Freddy Ellis . . . formerly of Kelly and Ellis, Washougal, who tells us he is going to Indianapolis to pick up a new bus for his new company . . . the Evergreen Bus Lines; Al Pierce, Longview, dropped in to say "hello"; Asa Goddard, Bend, Oregon came by to give his best wishes; Clayton Ballard of Aireon Sales and Service Co., Portland, dropped in immediately from his plane arrival to offer his congratulations, a grand fellow . . . he's just returned from Kansas City.

What father nicknamed "Red" felt his knees shakin' when he walked down the aisle with his very beautiful daughter? None other than R. W. "Red" Wilson of Crescent, Oregon.

Most of the operators who every spring sojourn with their families to Palm Springs are now back in town enjoying the Oregon mist . . . yeh, we do see the sun shining occasionally.

Sam Looney, Albany, was most pleased to come in and visit as was Norman Nemer "Norm." an old friend and pal . . . with a host of friends.

Lou Dunis, Portland Amusement Co. hale and hearty, most adaptable fellow.

Jack Campbell, Jr., with that ready smile, was in as was L. P. Kelly . . . formerly of Kelly and Ellis, Washougal . . . who is now the Sales Manager for Titon Metal Products and doing a grand job of selling Quonset huts . . . one of the most outstanding examples of which is the Uptown Branch of the First National Bank of Portland.

Floyd Brandow, Oregonian Amusement Co., and wife and baby have just returned from a trip East. They took the Northern route and travelled through Canada, Michigan and way points . . . a pleasure trip which was enjoyed by the entire family.

Sympathy is extended to Mrs. Chester B. Doerr, wife of "Chet" Doerr who passed away Monday, May 24th after a prolonged illness. He was the President of Melody Amusements, Incorporated.

Eddie Lombard of Lombard Amusement Co. just as busy as ever building up that wonderful business of his.

Barny Mecklenburg of Mack Sales Co. of Warrenton, was in town.

R. T. "Bob" Jacob, Vice-President of Jack R. Moore Co., has just returned from a trip to Boston, Mass., where he and his wife journeyed to see their daughter "Gwen" and hubby and new baby.

Harry Arnsberg of Northwest Amusement Co. has been in New York for two weeks on business. Max and Harry Arnsberg are distributors of punchboards for Bork Mfg. Co.

Doreen Israel, daughter of Mildred Israel and niece of Harry and Asa Arnsberg is going to marry Marvin Schnetzer on July 18th. Wedding Bells are ringing.

Wedding bells rang for Art Cusson and Theresa Duffy on May 29th in a church wedding . . . reception for friends and relatives was held at the Cusson house in a bower of flowers . . . they are honeymooning at the Mark Hopkins in San Francisco.

All of this was prepared for press before the Columbia and Willamette Rivers went on the rampage . . . whatta sight . . . houses strewn like kindling over miles . . . many families most lucky in getting out with as many as twelve children . . . many children strayed away from their parents . . . but the spirit of cooperation of the Red Cross, Salvation Army, the Police Department, Army and Coast Guard rallied after the first surge of water into Vanport and continued vigilance is being maintained on the dikes to prevent further breaks. The rivers are receding but it will be weeks before we know to what extent the "Reaper" took his toll.

Will be talkin' to you next month.

L. Helen Cusson

Spokane

City commissioner, William Payne, addressed the Eastern Washington Amusement assn's recent meeting. The commissioner emphasized the importance of cooperating with the city in the matter of coin-operated machines.

Billy Paradis, of Crest Novelty, retires as an official of the local association. Bill did some fine work for the boys during the past troublesome year.

Bill Houk, who operates in one of the city's large bowling temples, recently took delivery of a new Oldsmobile.

Bud Miller will handle the contributions to the Stadium Fund by operators. Ten dollars per machine was set as a minimum donation in the city, while $5.00 will be levied in the county.

Ralph Perrin, former manager of the local branch of Jack R. Moore Co., is now manager of the Portland unit.

Harold Bray, of Inland Novelty Co., local branch of Puget Sound Novelty, reports increase in month's business.

Carmen Shaw, of Coin Machine Service, has acquired a new Chevrolet pickup to take care of his brisk business.

J. A. (Bink) Loosmore is now running his brother Gordon's route. Gordon switched into ladies' wearing apparel after many years in the operating business.

Seattle

Canteen Co. of Washington has had a new burst of activity in the two months since John Nechanicky bought out the franchise formerly held by George Gunn, local businessman. Nechanicky, whose brothers are active in the Industry in other cities throughout the country, came here from the Portland office of the Canteen Co. He is rapidly increasing the number of locations for candy, gum and nut machines, especially in factories, department stores and military installations.

The staff at Royal Amusement Co., operators of games, is finding work much more enjoyable in the newly redecorated and modernized office. C. P. Curry is in charge since the recent retirement of B. W. Cichy, due to ill health.

E. E. Shaffer and Bert Beutler, of Shaffer Music Co., took time out from supervising the remodelling of the building they re-

$ $ $ $ $ $ $ $ $ $ $ $ $ $ $ $ $

Profits Down?

Give 'Em A Boost With

SALESBOARDS

New Stock of Multi-Giant and Jumbo Hole Boards—
Finest Assortment of Money-Makers on the Coast.

50% and 10% Discount

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$ $ $ $ $ $ $ $ $ $ $ $ $ $ $ $ $

cently took over to give a party for Larry Hornbeck and Mr. and Mrs. Joe Flynn, of Shaffer's Portland branch . . . Shaffer's Seattle building will, when completed, include a "sound room," carpeted and decorated for the complete comfort of customers, a suite of modern offices, and a shop equipped with the Seeburg test panel.

Congratulations were in order for Ray Radford, of Puget Sound Novelty Co.'s parts department, recently, when he was married to Alma Winters, and set off for a brief honeymoon in Victoria, B. C. Ray and his bride will take a longer trip in August, when he takes his vacation.

It will be a July vacation for Mark Horiskey, of Clark Distributing. He and his wife will drive to Iowa, and are keeping their fingers crossed, hoping for temperate weather there . . . Ron Pepple just returned from a 9-day cruise to Alaska on the new *S. S. George Washington* which combined a little business with much pleasure. While in Juneau, Ron visited with Bill Auld, Northwest Sales Co. representative there, and called on several of his Alaska accounts.

"Putt" Kinkaid, of Northwest Sales Co., is back after a four months' sales trip in Eastern Washington, Idaho and Montana.

George Burnett, formerly with Heberling Brothers, local operators, has joined the staff of Puget Sound Novelty Co. and will handle distribution of Rockola's *Shuffleboards*, just received here . . . Operators will be sorry to learn that Mrs. Alvina Hammel, long a member of the Puget Sound Novelty office staff, passed away late in May after a short illness.

Automatic Laundry Co. has completed installation of coin-operated Bendix washers at North Richland in washrooms of housing camps for workers at the Hanford Works, atomic plant. Hugh Cannon, local coin-laundry operator, bought a half-interest in Automatic Laundry Co. and is now C. D. Joseph's partner in that enterprise. Cannon recently sold two coin laundries here, one to Joe Bish, and one to Mrs. Gertrude Blakemore.

Margaret Codman, at Hi-Tone Amusement Co., reports that *Hy-Roll* and *Bing-a-Roll* are proving to be the most popular games in town.

Earl Everett, of Seattle Coin Machine Co., has returned from a lengthy visit to California and says he's glad to be back in his Puget Sound view home.

Local coinmen busy getting settled in newly purchased homes include E. E. Shaffer, whose family has moved into a new Lake Washington home, and Joe Coffy, Shaffer salesman, who will soon be joined by his family, now in California.

Clark Distributing Co. is finding good response from operators, who approve the new program selector on Wurlitzer phonos.

Phil Humphrey

Dakota Decision Favors Free Plays

SIOUX FALLS, S. D.—Free plays were approved in a decision handed down May 27 by Judge Walter Conway who ruled pin balls offering free-play did not constitute gambling devices.

The case involved the City vs. Gilbert Curry, operator of the Sport Bowl whose defense had the backing of the S.D. Amusement Games Assn. and the CMI. Ruling affects only this principal South Dakota city.

The Judge said he preferred to rely on a circuit court opinion which was contrary to a statement by the state attorney general, Sigurd Anderson, made in June 1946 to the effect that free-play pin balls were considered gambling devices.

The case was brought about last March when a city detective impounded a *Robin Hood* five-ball when he saw player place 12 nickels and get four free plays for a total of 16 plays.

John O'Dowell, Curry's attorney, had conferred with Dudley Ruttenberg, CMI counsel, prior to the trial with the result a clear-cut victory for the Industry. Gener Pruitt, assistant city attorney, prosecuted the case for the city of Sioux Falls.

SOURCE BOOK CORRECTIONS

May 15 - June 15, 1948

Add the Following, Unless Otherwise Noted:

I MASTER LIST OF MFRS. & SUPPLIERS (5)

The All-American Electric Corp., 306 Stoker Dr., Saginaw, Mich., (formed from the Ace Shoe Shine Co. of Cal.)
Automatic Specialty Co., Covington, Kentucky.
Berco Mfg. Co., 4711 W. Lake St., Chicago, Ill.
Candy Corp. of America, 12230 W. Olympic Blvd., Los Angeles, Calif.
Commercial Controls Corp., Rochester, N. Y.
F. B. Dickinson & Co., Des Moines, Iowa.
D-J Industries, Clearfield, Penna.
Messrs. Al Doerr & George Mayer, Chippewa County, Wis.
Eastern Engineering & Sales, Inc., 702 Commercial Trust Bldg., Philadelphia, Penna.
Fo Lee Gum Co., Philadelphia, Penna.
Hume, Hagerson, Inc., Chicago, Ill.
MacDonald & Dever, 511-13 Austin St., San Antonio, Texas.
Multiple Products Corp., 3612 Cedar Springs, Dallas, Texas.
National Servitors, Inc., 19 East Main St., Little Falls, N. J.
G. F. Perry, Johnston, So. Carolina.
Pool-o-Game Co., Wayne, Mich.
Square Mfg. Co., 3257 N. Broadway, Chicago, Ill.
Standard Products Corp., 505 Boulevard Bldg., Detroit, Mich.
Stern Cigarette Vending Machine Co., Cincinnati, Ohio.

II CLASSIFIED INDEX

ALARM SYSTEMS: (13)
Stern Cigarette Vending Machine Co.
BAIT VENDOR: (New Class)
Al Doerr and George Mayer
BEVERAGE DISPENSERS: (14)
Coffee:
J. F. Frantz Mfg. Co.
Telecoin Corp.
Cup-type
Square Mfg. Co.
Standard Products Corp.
BULK VENDORS: (19)
Victor Vending Corp.
COIN CHANGERS: (27)
Globe Distributing Co.
CONSOLES (GAMES): (28)
O. D. Jennings & Co.
GUM MFGRS.: (30)
Candy Corp. of America
Fo Lee Gum Co.
ICE CREAM VENDORS: (31)
Berco Mfg. Co.
Eastern Engineering & Sales, Inc.
Multiple Products Corp.
National Servitors, Inc.
ICE VENDING MACHINES: (31)
F. B. Dickinson & Co.
ONE BALLS: FREE PLAY AND CASH: (35)
J. H. Keeney & Co., Inc.
PIN BALL GAMES: (39)
Chicago Coin Machine Co.
Marvel Mfg. Co.
McDonald & Dever
Williams Mfg. Co.
POOL TABLES: (40)
G. F. Perry
Pool-o-Game Co.
POPCORN VENDORS: (40)
Hume, Hagerson, Inc.
POSTAGE STAMP VENDORS: (42)
Commercial Controls Corp.
SANDWICH VENDORS: (43)
Stoner Manufacturing Corp.
SHOE SHINING MACHINES: (44)
The All-American Electric Corp.

III TRADE MARKS & TRADE NAMES (49)

Bait-O-Mat — Messrs. Al Doerr and George Mayer.

REDY-NICKELS COIN CHANGER

Stands 5" wide, 15" tall, 3¾" deep. Gives 2 nickels for a dime, 5 nickels for a quarter.

$49.50

★ Crackle Finish. Fool-proof Construction. Extra Heavy Body. Coin becomes part of mechanism. NON-CHEATABLE. Latest type ABT Coin Detector. HOLDS $22.50 in NICKELS—3 TUBES HOLD $7.50 EACH.

★ Bakelite knob, hand-size finger grip. Cabinet slides off for easy servicing of mechanism. No screws or bolts. COIN RETURN FOR SLUGS. The REDY-NICKELS COIN CHANGER is a compact machine which can be placed on any counter—or can be attached to any wall.

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COIN COUNTERS AND WRAPPERS—Tubular 1c, 5c, 10c and 25c guaranteed heavy paper, 75c thousand. Accurate Penny Coin Counters, heavy aluminum, $1.50. Belt Pocket, 2 for 50c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

CIGARETTE AND CANDY VENDING Machines. Will sell or buy any quantity, any make, model or size. Also any other equipment. Have full stock of U-Needa-Pack parts. MACK POSTEL, 6416 N. Newgard Ave., Chicago 26, Ill. (FMA-P) (TF)

NEW AND PRECISION REBUILT—LoBoy Scales, International Ticket Scales, 5c Selective Bar Vendors, ball gum, stick gum. and nut machines. Free price list. ADAIR COMPANY, 6928 Roosevelt, Oak Park, Ill. (TF-C)

NEW COIN COUNTER—$1.00. Counts pennies, nickels, AND dimes. Lightweight, fits the pocket. Counts money in half the time. Send $1.00 with order. We prepay postage. ABBEY MANUFACTURING CO., 1917 South Bronson Ave., Dept. 4, Los Angeles 16, Calif. (MJJ-P)

SANITARY NAPKIN MACHINES—Sanitary napkins, Latex machines, Latex, also packages for all napkin and Latex machines. Service—Quality. The BEST for LESS. SANITEX COMPANY, 14182 Meyers Road, Detroit 27, Michigan. (AMJ-C)

CHARMS DOUBLE, TREBLE PROFITS—in Bulk Vendors! Write quickly for details. Lowest prices on plastic and metal charms, stone and cameo rings, gold and silver wedding rings, knives, dice, jacks, skulls, balloons, bells and jumping beans. BECKER VENDORS, 105-4 Dewey, Brillion, Wis. (TF-C)

DECALCOMANIA TRANSFERS—Decalcomania Transfers now offered in small quantities. Quick delivery. An attractive name plate on your product is the best advertisement. Sideline salesmen wanted. Also, make money with our line of Automobile Initials and Sign Letters. Free samples. "RALCO" X-L, Boston 19, Mass. (TF-C)

FOR SALE—10 5c Candy Vending Machines, Vendit 150 Bar Super Selective with base, 1947 and 1948 models. Slightly used. In good working order. $90.00 each. ILLINOIS MECHANICAL CANDY SALES, 1148 West Van Buren Street, Chicago 7, Illinois. (MJJ-P)

ADVANCE SANITARY NAPKINS—and Latex Machines and merchandise for these machines. Also, all other than this to suit your needs. J. SCHOENBACH, 1645 Bedford Ave., Brooklyn 25, N. Y. (J-C)

SCALES WANTED—Cash paid for all types of coin-operated scales. R. STARK, 1012 West 43rd St., Los Angeles 37, Calif. (TF-C)

FOR SALE—1200 five-cent Advance Bus and Theatre machines. Vends 6 five-cent rolls Life Savers, etc. $1500 takes lot. Will require assembling. OPERATORS VENDING MACHINE SUPPLY CO., 1023 South Grand Ave., Los Angeles, Calif. (J-C)

CANDY MACHINES—15 U-Select-It 5c Candy Machines, model 72, rebuilt and newly painted, at $35.00 each. 30 per cent deposit with order, balance C.O.D. ILLINOIS MECHANICAL CANDY SALES, 1148 West Van Buren Street, Chicago 7, Illinois. (JASO-P)

WANTED—Pla-Mor Hi-Chrome selectors. We pay highest prices. Ready cash. Unlimited quantity. ALPHA DISTRIBUTING CO., 1025 North Highland Ave., Hollywood, California. (J-C)

CIGARETTE MACHINES FOR SALE—All makes, all models, completely overhauled and refinished. We buy cigarette machine equipment. CENTRAL VENDING MACHINE SERVICE CO., 3967 Parrish Street, Philadelphia 4, Pa. EVergreen 6-4244. (J-P)

BE INDEPENDENT—Own a route of Latex Vending Machines. Large returns for small investment. We have Latex for any type prophylactic vending machine. Write for prices and information. FOWLER DISTRIBUTING CO., 3030 Crooks Rd., Pontiac 6, Michigan. (JASO-P)

FOR SALE—Have 9 Shipman combination gum and Lifesaver machines for sale. Will sell for $15 each or trade all for two good drop shelf candy machines. RUSSELL C. FRIEND, Rt. 3, Box 265, Visalia, Calif. (J-P)

Banjo—Exhibit Supply Co.
Bergens Better Bubble Gum — Candy Corp. of America.
Hilco—Berco Mfg. Co.
Jack 'n' Jill—D. Gottlieb & Co.
Jamboree—Exhibit Supply Co.
Leap Year—Marvel Mfg. Co.
Mardi Gras—Genco Mfg. & Sales Co.
Massage-O-Mat—D-J Industries.
Monte Carlo—O. D. Jennings & Co.
Monterey—United Mfg. Co.
Polar Pete—Multiple Products Corp.
Pool-o-Game—Pool-o-Game Co.
Prospector—O. D. Jennings & Co.
Samba—Exhibit Supply Co.
Shanghai—Chicago Coin Machine Co.
Snead—Standard Products Corp.
Spinball—Chicago Coin Machine Co.
Sturdy Built—F. B. Dickinson & Co.
Superman Bubble Gum 1c — Fo Lee Gum Co.
Trade Winds — Genco Mfg. & Sales Corp.
Twenty "1"—McDonald & Dever.
Univendor Model "80" — Stoner Mfg. Corp.
Universal—Victor Vending Corp.
Vend Alarm—Stern Cigarette Vending Machine Co.
Wisconsin—United Mfg. Co.
Yanks—Williams Mfg. Co.

IV JOBBERS & DISTRIBUTORS: (60)

Fisher Automatic Service Co., Bryan, Ohio.
Frohman Vending Machine Co., Inc., 306 Stoker Dr., Saginaw, Mich.; also: Rock Hill, So. Carolina.
Rex Lee Enterprises, 767 10th Ave., New York, New York.
Mayflower Sales Co., 572—10th Ave., New York, New York.

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*This firm also advertises in the 1948-49 SOURCE BOOK OF THE COIN MACHINE INDUSTRY—the only complete and accurate directory in the field. Copies may be obtained by addressing THE REVIEW, 1115 Venice Blvd., Los Angeles 15, California.

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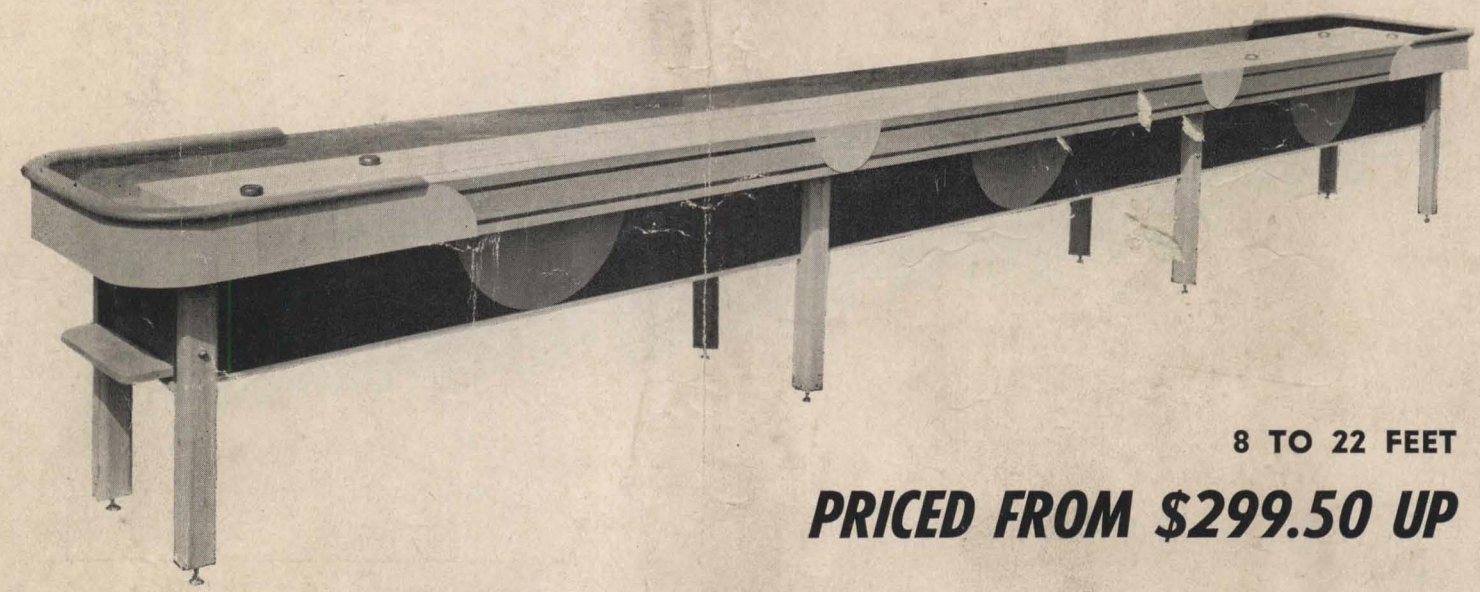

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